



**Euromonitor  
International**

# Childrenswear in Austria

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The low birth rate challenges demand for childrenswear, while retail value growth is driven by inflation  
Ernsting's Family maintains its top spot, offering the leading brand in childrenswear  
The growth of retail e-commerce impacts shopping behaviours in childrenswear

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There is expected to be a rise in demand for personalised and gender-neutral childrenswear  
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-austria/report](http://www.euromonitor.com/childrenswear-in-austria/report).