



Euromonitor
International

Womenswear in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and shifting consumer preferences impact sales in 2024
H&M faces challenges in outerwear but gains in sportswear, while discount retailers maintain a dominance
Retail e-commerce continues to grow, driven by loyalty programs and exclusive online deals

PROSPECTS AND OPPORTUNITIES

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Apparel and Footwear in Austria - Industry Overview

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