



**Euromonitor
International**

Hosiery in Austria

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures lead to an ongoing decline in retail volume sales of hosiery
Calzedonia is the strongest selling brand, considered to be fashionable and affordable
Retail e-commerce benefit from repeat purchases of hosiery

PROSPECTS AND OPPORTUNITIES

Growth for private label is expected as price-sensitivity is set to impact the hosiery category
The rise of celebrity and influencer collaborations is expected to impact sales in hosiery
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Apparel and Footwear in Austria - Industry Overview

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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/hosiery-in-austria/report.