



Hypermarkets in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets benefit from the trend towards one-stop shopping
Interspar retains its lead with a wide product assortment including unusual goods
Rewe stagnates as Billa Plus hypermarkets lose share in 2024

PROSPECTS AND OPPORTUNITIES

A lack of store expansion is expected to challenge growth prospects
Interspar will offer a wide range of foodservice options to gain consumer attention
Rewe is set to continue collaborating with local merchants to optimise profitability

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Retail in Austria - Industry Overview

EXECUTIVE SUMMARY

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A noticeable increase in bankruptcies and store closures in 2024
Automation rises as retailers look for labour-saving solutions to remain competitive
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas
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