



**Euromonitor
International**

Supermarkets in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets lose share to other retailers, including discounters and hypermarkets
Rewe is increasingly losing share to leading player Spar
M-Preis is challenged by consumers rising price-sensitivity in Austria

PROSPECTS AND OPPORTUNITIES

Challenges for supermarkets is set to include the rising popularity of hypermarkets and discounters
A moderate outlook is projected for Unimarkt due to several setbacks
Players are set to utilise digital technology in response to high labour costs and staff shortages

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Retail in Austria - Industry Overview

EXECUTIVE SUMMARY

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Automation rises as retailers look for labour-saving solutions to remain competitive
What next for retail?

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