



# Discounters in Austria

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Discounters performs well in a deteriorating environment  
Hofer is able to rely on a strong brand range and high customer confidence  
Leading discounters emphasise their role as price leaders

### PROSPECTS AND OPPORTUNITIES

Role of discounters in grocery retailers likely to increase  
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Change in law creates considerable additional costs, especially for discounters

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The role of retail e-commerce is also stagnating in this harsh environment  
What next for retail?

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