



**Euromonitor
International**

Discounters in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A high level of price sensitivity continues to drive growth for discounters
Lidl continues to record above-average growth as it improves its reputation
Hofer retains its top spot in discounters with a strong lead ahead of Lidl

PROSPECTS AND OPPORTUNITIES

Strong growth prospects for discounters as consumers appreciate appealing price-quality ratios
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Retail in Austria - Industry Overview

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Automation rises as retailers look for labour-saving solutions to remain competitive
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-austria/report.