



Euromonitor  
International

# Convenience Retailers in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience store that offer longer opening hours support retail value growth in 2024  
Rewe International AG improves its presence with Billa stores at forecourt retailers  
Grocery retail giants experiment with new retailing formats in Vienna

PROSPECTS AND OPPORTUNITIES

Forecourt retailers will continue to benefit from their unrestricted opening hours  
Nah & Frisch stores will respond to challenges by integrating self-service machines  
It is unlikely that 7-Eleven will enter the market across the forecast period

CHANNEL DATA

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Retail in Austria - Industry Overview

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Retail in 2024: The big picture  
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

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