



Euromonitor
International

Small Local Grocers in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

There are challenges operating profitable grocery stores in rural areas
Leading player denn's faces challenges, however it has a lack of real competition
Ethnic grocery stores become negatively impacted by rising price sensitivity

PROSPECTS AND OPPORTUNITIES

Moderate outlook as small local grocers will face rising competition from supermarkets and discounters
Growth prospects for denn's is expected to be limited across the forecast period
Modern health food store My Drogerie Martin, may expand across the forecast period

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Retail in Austria - Industry Overview

EXECUTIVE SUMMARY

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

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