



# Small Local Grocers in Austria

February 2024

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## Small Local Grocers in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers suffers from a reduction in consumer spending due to inflationary pressures

Basic brand disappears in favour of denn's

The expansion of ethnic grocery stores slows down

#### PROSPECTS AND OPPORTUNITIES

Moderate outlook for a channel that is quite diverse

Ethnic food stores are expected to return to a growth trend

Non-profit foodcoops connect producers directly with customers

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The economic situation of many companies is under pressure

The role of retail e-commerce is also stagnating in this harsh environment

What next for retail?

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Informal retail

Opening hours for physical retail

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