



Euromonitor  
International

# Home Products Specialists in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight recovery for homeware and home furnishing stores as delayed purchases are bought  
Market leader XXXLutz KG extends it lead in homewares and home furnishing stores  
The brands Depot and Interio face challenges throughout 2024

PROSPECTS AND OPPORTUNITIES

Ongoing growth is predicted for home improvement and gardening stores  
The expansion of pet stores and superstores is likely to remain limited over the forecast period  
Strong growth potential for Ikea as younger consumers are expected to embrace the retailer

CHANNEL DATA

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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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