

General Merchandise Stores in Austria

February 2025

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General Merchandise Stores in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth for department stores driven by tourists visiting Austria

Strong growth for variety stores which offer a wide range of affordable products

Action defends its lead in variety stores and the overall competitive landscape

PROSPECTS AND OPPORTUNITIES

New developers are set to build on the Lamarr department store site

Moderate outlook for department stores as the industry faces challenges

The positive outlook for variety stores is expected to be driven by ongoing expansions

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

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

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