

Retail E-Commerce in Austria

February 2025

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Retail E-Commerce in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce records strong growth, outperforming offline retail

Food and drink retail e-commerce faces challenges as consumers are reluctant to leave grocery retailers

Foreign players dominate retail e-commerce through offering affordable goods

PROSPECTS AND OPPORTUNITIES

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Actions against Chinese e-commerce brands are not expected to challenge their growth

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Automation rises as retailers look for labour-saving solutions to remain competitive

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