



Apparel and Footwear Specialists in Austria

February 2024

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Apparel and Footwear Specialists in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dampened consumer sentiment and high operating costs are increasing burdens on the channel

Footwear specialists underperforms the overall channel

Apparel specialists also registers increased number of insolvencies and closures

PROSPECTS AND OPPORTUNITIES

Growth potential slowed by e-commerce and growing environmental concerns

The frequency of new market entrants falls sharply

Second-hand fashion plays a stronger role

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

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