



Euromonitor  
International

# General Merchandise Stores in Austria

February 2024

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## General Merchandise Stores in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The general merchandise stores channel once again fuelled by variety stores

New brands help boost growth of variety stores

Department stores remains underdeveloped

#### PROSPECTS AND OPPORTUNITIES

No end in sight for the upward trend for variety stores

Woolworth returns to Austria in response to renewed good potential of the channel

Major new opening in department stores ahead for Lamarr

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