



# Retail E-Commerce in Austria

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand in retail e-commerce continues to cool in 2023

The big breakthrough in foods e-commerce and drinks and tobacco e-commerce has yet to come

IKEA remains successful thanks to its all-encompassing omnichannel strategy

### PROSPECTS AND OPPORTUNITIES

E-commerce seems destined to leave fluctuations behind

Pet care e-commerce predestined for further growth over the forecast period

Good prospects for online pharmacies

### CHANNEL DATA

Table 1 - Retail E-Commerce by Channel and Category: Value 2018-2023

Table 2 - Retail E-Commerce by Channel and Category: % Value Growth 2018-2023

Table 3 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 5 - Forecast Retail E-Commerce by Channel and Category: Value 2023-2028

Table 6 - Forecast Retail E-Commerce by Channel and Category: % Value Growth 2023-2028

## Retail in Austria - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

The economic situation of many companies is under pressure

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

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 - Sales in Retail Offline by Channel: Value 2018-2023

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 27 - Retail GBO Company Shares: % Value 2019-2023  
Table 28 - Retail GBN Brand Shares: % Value 2020-2023  
Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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