

Childrenswear in Austria

November 2023

Table of Contents

Childrenswear in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and quality focus spur retail current value growth despite retail volume decline
Fragmentation remains a factor in the competitive landscape
Specialist offline retailers reassert leadership as society reopens but e-commerce remains a threat

PROSPECTS AND OPPORTUNITIES

Low birth rate to continue to impact childrenswear
The circular economy is set to develop apace
Ongoing shift to offline and omnichannel models

CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023
Table 2 - Sales of Childrenswear by Category: Value 2018-2023
Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023
Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028
Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Austria - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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