

# Hypermarkets in Austria

February 2024

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## Hypermarkets in Austria - Category analysis

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#### 2023 DEVELOPMENTS

Hypermarkets performs comparatively well despite a drop in consumer sentiment

Interspar/Maximarkt outperforms Billa Plus

Billa Plus takes another step backwards

#### PROSPECTS AND OPPORTUNITIES

Growth in hypermarkets cools over the forecast period

Sustainability and e-commerce are focal points of Interspar's future plans

Billa Plus brand endeavours to improve its reputation with the help of local merchants

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What next for retail?

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