

# Retail E-Commerce in Austria

February 2024

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## 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

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