



Discounters in Austria

June 2026

Table of Contents

[Discounters in Austria - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Hofer Uses Price Leadership to Strengthen Consumer Trust

Penny Redefines Store Experience with Sustainability Innovation

Chart 2 - Penny Opens Its Most Sustainable Store to Date

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Discounters Adopt Automation to Drive Cost Savings and Store Upgrades

Penny Increases Private Label Share to Boost Margins and Align with Consumer Trends

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 5 - Analyst Insight for Discounters

Hofer Strengthens Price Leadership as Rivals Struggle to Gain Ground

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Discounters

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Discounters

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Consolidation Shapes the Landscape as Unimarkt's Exit Enables Spar and Rewe International to Expand

Chart 15 - Unimarkt Closures Enable Leading Chains to Expand in a Saturated Landscape

Home Products Drive Retail Turnover as Discounters Lead Value Growth

Higgins Reinvents Discount Fashion to Capture Urban Youth

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Expand Self-Service to Cut Costs and Boost Value

Retail E-Commerce Accelerates with Instant Delivery and Live Shopping

Repair Initiatives and Second-Hand Platforms Reshape Value Equation

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Retail

Grocery Retailers Take the Helm in Austria's Retail Landscape

Palmer's and Media Markt Signal New Directions through Mergers, Acquisitions and Innovation

Chart 21 - Bipa Introduces Online Live Shopping Event with Instant Delivery

Bipa Embraces Live Commerce as Ikea Drives Home Its Sustainability Concept

Chart 22 - Ikea Finalizes Strategy for More Sustainable Use of Furniture

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-austria/report.