



Euromonitor
International

Direct Selling in Austria

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Tupperware's Exit Shifts Homeware Sales to Other Retail and E-Commerce Channels

Other Products Direct Selling Leads as Sales Advisors Drive Demand

Enjo Pop-Up Stores Boost Engagement and Brand Visibility

Chart 2 - Enjo Achieves Greater Visibility through Pop-Up Stores

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Sales Agents Drive Sustained Growth as Consumers Seek Flexible Income

Other Products Sales Maintain Dominance as Fashion Drives Momentum

Brands Blend E-Commerce with Agent-Led Sales for Future Resilience

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Direct Selling

Vorwerk Leverages Premium Lines to Extend Its Lead

Tupperware Österreich GmbH Departs Following the Insolvency of Parent Company

Thermomix Tm7 Launch Elevates Brand Exclusivity and Agent Value

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

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

Chart 17 - 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 18 - Value Sales 2020-2030

Chart 19 - 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 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Retail

Grocery Retailers Take the Helm in Austria's Retail Landscape

Palmers and Media Markt Signal New Directions through Mergers, Acquisitions and Innovation

Chart 23 - Bipa Introduces Online Live Shopping Event with Instant Delivery

Bipa Embraces Live Commerce as Ikea Drives Home Its Sustainability Concept

Chart 24 - Ikea Finalizes Strategy for More Sustainable Use of Furniture

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Opening Hours for Physical Retail

Chart 27 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - 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/direct-selling-in-austria/report.