



Euromonitor
International

Apparel Accessories in Austria

February 2026

Table of Contents

[Apparel Accessories in Austria - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Low consumer confidence sees volume sales decline in apparel accessories

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Low consumer confidence impacts discretionary spending

Belts the most dynamic category in 2025

Ties suffer from the casualisation of workwear

WHAT'S NEXT?

Luxury and affordable options drive market growth

Other apparel accessories to see the strongest growth

Sustainability and technology will be driving future growth

COMPETITIVE LANDSCAPE

New Yorker's aggressive pricing helps maintain its market leadership

Chart 3 - New Yorker Continues to Lead Apparel Accessories in Austria

Ultra-fast fashion and sustainability driving competitive dynamics

CHANNELS

Offline retail remains dominant despite e-commerce growth

Apparel and footwear specialists drive offline retail growth

E-commerce gains traction with competitive pricing and convenience

PRODUCTS

Sustainability influences design and functionality

Innovative products driving dynamic growth in niche areas

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Apparel and footwear in Austria sees cautious consumer spending due to economic uncertainty

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers prioritise sustainability and value in Austrian apparel and footwear

Largest and fastest-growing categories drive market dynamics

Sustainability and circular fashion models shaping the Austrian apparel and footwear industry

WHAT'S NEXT?

Brands leveraging tech-driven solutions to meet evolving demands

Sustainability and digital innovation will drive growth in key categories

Circular fashion models will continue gaining traction as sustainability concerns rise

COMPETITIVE LANDSCAPE

Leading brands maintain their positions through omnichannel strategies
Emerging players and product launches reshape competitive dynamics
Chart 6 - H&M Atelier is the Latest Attempt by H&M to Diversify its Menswear Range

CHANNELS

Physical stores remain dominant despite e-commerce growth
Retail e-commerce drives growth with AI-powered innovations
Chart 7 - The Zalando Assistant – More Personal and Smarter
Continued polarisation and e-commerce expansion expected to be seen

PRODUCTS

Sustainability drives product innovation with eco-friendly materials
Chart 8 - New Company Solk Launches a Bio-Circular Sneaker
Business impact of sustainable innovations is significant

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030
Chart 10 - PEST Analysis in Austria 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Austria 2025
Chart 12 - Consumer Landscape in Austria 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/apparel-accessories-in-austria/report.