

# Footwear in Austria

November 2023

**Table of Contents** 

# Footwear in Austria - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shift from traditional leather shoes to versatile alternatives impacts footwear dynamics Deichmann leverages wide distribution and affordable prices to stay ahead of the field Omnichannel retailing gains in the slipstream of e-commerce development

# PROSPECTS AND OPPORTUNITIES

Polarisation to grow as a trend in the forecast period Sustainability: A watchword in the forecast period Casual trend opens up the field to sports footwear

#### CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2018-2023
Table 2 - Sales of Footwear by Category: Value 2018-2023
Table 3 - Sales of Footwear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Footwear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Footwear: % Value 2019-2023
Table 6 - LBN Brand Shares of Footwear: % Value 2020-2023
Table 7 - Distribution of Footwear by Format: % Value 2018-2023
Table 8 - Forecast Sales of Footwear by Category: Volume 2023-2028
Table 9 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

#### Apparel and Footwear in Austria - Industry Overview

#### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for apparel and footwear?

#### MARKET DATA

Table 12 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 13 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 17 - LBN Brand Shares of Apparel and Footwear by Format: % Value 2018-2023
Table 18 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 19 - Distribution of Apparel and Footwear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 21 - Forecast Sales of Apparel and Footwear by Category: Wolume Growth 2023-2028
Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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