

# Hypermarkets in Austria

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hypermarkets performs comparatively well despite a drop in consumer sentiment

Interspar/Maximarkt outperforms Billa Plus

Billa Plus takes another step backwards

### PROSPECTS AND OPPORTUNITIES

Growth in hypermarkets cools over the forecast period

Sustainability and e-commerce are focal points of Interspar's future plans

Billa Plus brand endeavours to improve its reputation with the help of local merchants

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## [Retail in Austria - Industry Overview](#)

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The economic situation of many companies is under pressure

The role of retail e-commerce is also stagnating in this harsh environment

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