



**Euromonitor
International**

Home Products Specialists in Austria

June 2026

Table of Contents

Home Products Specialists in Austria - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Muted Growth Is Stifled by Challenging Economic Conditions, but Recovery Is Underway

Ikea Boosts Second-Hand Sales with Zweites Leben Shop

Chart 2 - Ikea Openly Embraces the Trend toward Used Furniture

Homeland Launches Single-Store Concept Amid Consolidation Challenges

Chart 3 - Rare Start-Up Bucks Consolidation Trend

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Pet Shops and Superstores Capitalise on E-Commerce as Outlet Growth Slows

Vintage Shops and Second-Hand Platforms Shape Conscious Consumption

Bellaflora's New Format Targets Urban Dwellers

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Xxlutz Gains From Rival Closures as Jysk Accelerates Value Growth

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Home Products Specialists

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Home Products Specialists

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/home-products-specialists-in-austria/report.