

Food and Drink E-Commerce in Austria

February 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Food and drink e-commerce finally has the attention of a mainstream audience

Billa remains most relevant brand whilst others strive to expand

Several new entrants with quick delivery becoming a major selling point

PROSPECTS AND OPPORTUNITIES

Massive potential for food and drink e-commerce with growing options for consumers

Online supermarkets expected to drive growth with expected entry from Hofer

Uncertainties remain around the potential and profitability of instant food delivery

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