



Direct Selling in Austria

February 2025

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Direct Selling in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling holds its place on the retailing landscape despite a difficult environment
Vorwerk continues to lead direct selling with popular vacuum cleaners and the Thermomix
Tupperware's Austrian subsidiary enters insolvency in 2024

PROSPECTS AND OPPORTUNITIES

Growth prospects for direct selling are set to fall across the forecast period
Vorwerk may have reached its peak as the player launches the Thermomix TM7
The boundaries between direct selling and retail e-commerce become increasingly merged

CHANNEL DATA

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Retail in Austria - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
A noticeable increase in bankruptcies and store closures in 2024
Automation rises as retailers look for labour-saving solutions to remain competitive
What next for retail?

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DISCLAIMER

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