



Childrenswear in Austria

February 2026

Table of Contents

Childrenswear in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation drives positive current value growth in Austrian childrenswear in 2025

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Parents prioritise eco-friendly and affordable childrenswear options

Resale and rental drive sustainable childrenswear consumption

Regulatory developments influence product standards and sustainability

WHAT'S NEXT?

Parents driving demand for sustainable and personalised childrenswear

Technological advancements to enhance production and the shopping experience

Shifting consumer preferences to influence childrenswear sales

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through value and omnichannel strategies

Chart 3 - Fussl Gains Share by Appealing to Price-Conscious Consumers

Market polarisation drives demand for affordable and sustainable options

CHANNELS

Offline retail remains dominant despite e-commerce growth

E-commerce gains traction with technological advancements

Omnichannel presence becoming increasingly important

PRODUCTS

Sustainable materials drive innovation in childrenswear design

Eco-friendly materials gaining traction among Austrian parents

Innovation in childrenswear drives business growth and sustainability

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Austria - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in Austria sees cautious consumer spending due to economic uncertainty

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers prioritise sustainability and value in Austrian apparel and footwear

Largest and fastest-growing categories drive market dynamics

Sustainability and circular fashion models shaping the Austrian apparel and footwear industry

WHAT'S NEXT?

Brands leveraging tech-driven solutions to meet evolving demands

Sustainability and digital innovation will drive growth in key categories

Circular fashion models will continue gaining traction as sustainability concerns rise

COMPETITIVE LANDSCAPE

Leading brands maintain their positions through omnichannel strategies

Emerging players and product launches reshape competitive dynamics

Chart 6 - H&M Atelier is the Latest Attempt by H&M to Diversify its Menswear Range

CHANNELS

Physical stores remain dominant despite e-commerce growth

Retail e-commerce drives growth with AI-powered innovations

Chart 7 - The Zalando Assistant – More Personal and Smarter

Continued polarisation and e-commerce expansion expected to be seen

PRODUCTS

Sustainability drives product innovation with eco-friendly materials

Chart 8 - New Company Solk Launches a Bio-Circular Sneaker

Business impact of sustainable innovations is significant

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Austria 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Austria 2025

Chart 12 - Consumer Landscape in Austria 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/childrenswear-in-austria/report.