

55 Jahre METRO Österreich: Großhandel im Wandel

Mit 16 Großmärkten und klarer sCORE-Strategie geht METRO Österreich ins Jubiläumsjahr 2026 – Wachstum durch Multichannel und starke Industriepartnerschaften.



2026 feiert METRO Österreich sein 55-jähriges Bestehen.© Fotostudio MCCAT

A 9HF C '² ghYffY]W\ 'ghUfhYh']bg'ǰ V]`Ài a g^U\ f

A 9HF C '² ghYffY]W\ 'V`jW_h`Ui Z`Y]b`YfZc`[fY]W\Yg'; YgW\ÀZhg`U\ f
&\$&) `ni fØW_`i bX`"Ài hYh`ni [`Y]W\`Y]b`VYgcbXYfYg'ǰ V]`Ài a `Y]b.
5a `&"`A Àfn`&\$&* `ZY]Yfh`XUg`l bhYfbY\`a Yb`gY]b`)) !`À\ f][Yg
6YghY\Yb``A]h`XYf`9fØZZbi b [`XYg`GhUbXcfhg`J ÒgYbXcfZ`k i fXY
%- +%`XYf`YfghY`A 9HF C `; fc» a Uf_h`Ui » Yf\U`V`8Yi hgW\`UbXg
[Y [fØbXYh` `XYf`GhUfhdi b_h`Y]bYf`_cbh]bi]Yf`]W\Yb`9l dUb g]cb`ja
ÒghYffY]W\]gW\Yb`; fc» \UbXY`"

<Yi hY`VYhfY]Vh'A 9HF C`]b`2 ghYffY]W\`%*`; fc»a Äf_hY`gck]Y`Y]b
@]YZfXYdch'i bX`VYgW\ÄZh[h'fi bX`&"" \$\$`A]hUfVY]hYbXY""8 Ug
Gcfh]a Ybh'i a ZUggh'fi bX`' +"\$\$\$': ccX!`i bX`Bcb!: ccX!5fh]_Y`i bX
f]W\hYh'g]W\`df]a Äf`Ub`dfcZYgg]cbY`Y`?i bX]bbYb`i bX`?i bXYb`Ui g
<chY`Yf]Y`i bX`; Ughfcbca]Y"

K UW\ ghi a `Xi fW\ `_`UfY
; fc»\ UbXY`gghfUhY[]Y

K Ug`Y]bgh`U`g`_`Ugg]gW\Yf`7 Ug\!/ !7Uffm!A Uf_h`VY[Ubbž`\Uh'g]W\
ni `Y]bYa `A i`h]W\UbbY`!; fc»\ÄbX`Yf`Ybhk]W_Y`h""=a `NYbhf i a
ghY\h`X]Y`gc[YbUb bhY`g7CF 9!GhfUhY[]Yž`X]Y`Ui Z`X]Y
_cbgYe i YbhY`5i gf]W\hi b[`Ui Z`XUg`; fc»\ UbXY`g[YgW\ÄZh
gYhnh""?Yfbn]Y`[fi ddY`]gh`XYf`<cFY7U!6YfY]W\ž`U`gc
<chY`Yf]Yž`FYghUi fUbhg`i bX`7UhYf]b["

8Yf`A i`h]W\UbbY`!5bgUhn`_ca V]b]Yfh'ghUh]cbÄfY`A Äf_hYž
Ni ghY`i b[`]a `FU\`a Yb`XYf`: ccX`GYfj]W`8]ghf]Vi h]cb`fi G8Ł'gck]Y
XYb`X][]hU`Yb`Cb`]bY!A Uf_hd`Uhn""&\$&) `k i fXYb`k Y]hYfY`GW\ f]hY
ni f`A cXYfb]g]Yfi b[`XYf`GhUbXcfhY`i bX`ni f`HfUb gZcfa Uh]cb`]b
A i`h]W\UbbY`!; i`Z`a Ybh!7YbhYf`[YgYhnh""6YgcbXYfg`]a
Ni ghY`VYfY]W\`]bj Ygh]YfhY`A 9HF C`]b`9ZZ[n]YbnghY][Yfi b[`i bX
GYfj]W`ei U`]hÄh"

A cXYfb]g]Yfi b[`XYf`; fc»a Äf_hY

=a `Ni [Y`XYf`GhUbXcfha cXYfb]g]Yfi b[Yb`k i fXYb`?UggYbVYfY]W\Y
YfbYi Yfhž`fYggci fW\bgW\cbYbXY`?Ä`hYhYW\ b]_`]a d`Ya Ybh]Yfh'i bX
X]Y`i`hfUZf]gW\Y!6YfY]W\Y` `: `Y]gW\ž`:]gW\ž`CVgh'i bX`; Ya ØgY` `Ub
a Y\YfYb`GhUbXcfhYb`i a ZUggYbX`a cXYfb]g]Yfh`8]YgY
A U»bU\`a Yb`YfZc`[hYb`VY]`Ui ZYbXYa `6Yhf]YV`i bX`g]bX`HY]`Y]bYf
i a ZUggYbXYb`6i g]bYgg!ž`DfcnYgg!`i bX`H!<Ufa cb]g]Yfi b["

=a `Gcfh]a Ybh`Y[h`Y]b`_`UfYf`: c_i g`Ui Z`9][Yba Uf_Yb`k]Y`A 9HF C
7\YZž`Ui Z`7cbj Yb]YbW\!DfcXi _hYb`gck]Y`Ui Z`5b[YVchYb`a]h
\c\Yf`FY`Yj Ub n`ZØf`DfcZ]_ØW\Yb""GhUZZY`dfY]gUb[YVchY`ZØf
<cFY7U!`?i bXYb`i bX`HfUXYf`Yf[ÄbnYb`XUg`?cbnYdh"

DUfhbYfgW\ UZhYb`U`g`9fZc`[gZU_hc f

8]Y`Ub[Zf]gh][Yb`DUfhbYfgW\ UZhYb`a`]h`⊖Xi ghf]Y`i bX`fY[]cbU`Yb
DfcXi nYbhYb`[Y`hYb`U`g`k YgYbh]W\Yf`6Ui ghY]b`XYf`A 9HFC!
9bhk]W_`i b["Fi Xc`Z`6Yf[Yfž`⊖\UVYf`] cb`:`Y]gW\k UfYb`6Yf[Yfž
VYhcbh`X]Y`Ub[Å\`f][Y`Ni gUa`a YbUfVY]h`gY]h`XYf`YfghYb`Ghi bXY
i bX`\YVh`]bgVYgcbXYfY`X]Y`9]bZØ\fi b[`dcfh]cb]YfhYf
:`f]gW\ZY]gW\Ufh]_Y`U`g`A Y]`YbghY]b`\Yfj`cf"

5i W\`J YfhfYhYf`XYf`5""8UfVc`5; `i bX`XYf`⌘gYZ`A UbbYf`/
7ca`d""5; `i bhYfghfY]W\Yb`X]Y`ghfUhY[]gW\Y`6YXYi hi b[`XYf
DUfhbYfgW\ UZh`a`]h`A 9HFC`ja``<cFY7U!; YgW\ÅZh"

79C`H\]Yffm; i`J`cb!J YfbY`ZUggh`X]Y`9bhk]W_`i b[`gc
ni gUa`a Yb.
)`)`⌘\fY`A 9HFC`^2 ghYffY]W\`ghY\Yb`ZØf`i bhYfbY`a` Yf]gW\Y
?`Uf\Y]hž`dUfhbYfgW\ UZh]W\Yg`K UW\ghi`a` `i bX`YW\hYb
Ni gUa`a Yb`U`h`l` bgYfY`U\fnY\bhY`Ub[Y`9fZU\fi b[ž`BÅ\Y`ni a
?i bXYb`i bX`Y]b`fY`Yj UbhYg`; fc»\UbXY`ggcfh]a` Ybh`a` UW\Yb`i bg
ni`Y]bYa``VYj`cfni [hYb`DUfhbYf` ` [YfUXY`]b`\YfUi`gZcfXYfbXYb
NY]hYb"

⌘ V]`Ài`a`gU_h]cbYb`i bX`5i`gV`]W_

Ni`a``⌘ V]`Ài`a``d`Ubh`A 9HFC`nU`\fY]W\Y`5_h]j`]h`hYb`ZØf
A`]hUfVY]hYbXY`i bX`?i bXYb""5V`%-`": YVfi Uf`ghUfhYh`Y]b
i`a`ZUb[fY]W\Yg`⌘ V]`Ài`a`g!DfY]gdfc[fUa`a`ž`VY]`XYa``X]Y`NU\`
)`)`ja``A`]hY`di`b_highY`h"

A`]h`XYf`_cbgYei`YbhYb`l`a`gYhni`b[`XYf`g7CF9!GhfUhY[]Yž
⊖j`Ygh]h]cbYb`]b`A`cXYfb]g]Yfi`b[`i bX`Y]b`Yf`ghUf_Yb`Dcg]h]cb]Yfi`b[
]a``<cFY7U!GY[a`Ybh`gYhnh`A 9HFC`^2 ghYffY]W\`Ui`W\`&\$&`*`Ui`Z
K UW\ghi`a`ž`GhUV`]h`h`i bX`⊖bcj`Uh]cbg_fUZh` ` [YhfU[Yb`]j`cb`Y]bYa
_`UfYb`6&6!:`c_i`g`i bX`Ub[Å\`f][Yb`DUfhbYfgW\ UZhYb"

6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gW\i bXWc"Uh