

Handel im Wandel

Österreichs Einzelhandel ist zuletzt um immerhin 1,8 Prozent (nominell) auf 64,2 Mrd. € gestiegen.



Beim Kauf von Lebensmitteln achten die Verbraucher:innen vor allem auf ein gutes Preis-Leistungsverhältnis (87 %) und eine hohe Produkt-Qualität (83 %).

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8]Y`\OW\ghYb`K UW\ghi a gVY]hfÀ[Y`_Ua Yb`&\$%, 'j ca @YVYbga]hhY`Y]bnY`\UbXY``i bX`\]Yf'j cb`XYb`< UbXY`g_YhhYbž'X]Y a]h'Y]bYa `I a gUhnd`i g'j cb`&ž `DfcnYbh'bca]bY```_bUdd`ØVYf`XYa 8 i fW\gW\b]hh'k UW\gYb`_cbbhYb`i bX`Ui Z[fi bX`]\fYf'; fO`»Y'j cb &&ž&`A fX"' `I a gUhn`XYb`\OW\ghYb`6Y]hfU['ni a 6fUbW\Ybk UW\ghi a ``]YZYfhYb"'8U\]bhYf`Zc`[hYb`X]Y`5dch\Y_Yb a]h'Y]bYa `I a gUhnk UW\ghi a 'j cb'' ž- `DfcnYbh'bca]bY```Ui Z'(ž\A fX"' 'bX`X]Y`6Ui a Àf_hY`a]h'Y]bYa `D`i g'j cb`ZØbZ'DfcnYbh'Ui Z'(ž\A fX"' "

&\$%- 'V`Y]VYb'X]Y'FU\a YbVYX]b[i b[Yb'ZØf'XYb'9]bnY`\UbXY`

j cfhY]`\UZhz`_cbghUh]Yfh`XYf`U_hi Y``Y`6fUbW\YbVYf]W\h`XYf
I b]7fYX]h`6Ub_'5i ghf]U"'Jcf`U``Ya `k ÀW\gh`X]Y`?cbgi a bUW\ZfU[YkY]hYf\]b`Ui Z`\c\Ya `B]j YUi ž`Ub[Yhf]YVYb'j cb`ghY][YbXYb6YgW\ÀZh][i b[gnU\`Yb`i bX`@c\bni k ÀW\gYb"'Ni XYa '_ObbYb`X]Y<Ui g\U`hY`Ui Z[fi bX`XYg`a À»][Yb`DfY]gUbgh]Y[g`\O\YfYFYU`Y]b_ca a Yb`Yfk UfhYb"'6]g`5df]``&\$%-`\Uh`g]W\`XUg
I a gUhnk UW\ghi a `XYg`9]bnY`\UbXY`g`Ui Z`nk Y]`DfcnYbh`bca]bY``VYn]Y\i b[gk Y]gY`Y]b`DfcnYbh`fYU``Ui W\``Y]W\h`VYgW\`Yi b][h"

5``YfX]b[g'g]bX'X]Y'; YgW\AZhgYfk Ufhi b[Yb'XYf'<AbX`Yf']a

nk Y]hYb'Ei UfhU`j cfg]W\h][Yf'[Yk cfXYbžk Yg\U`V'_i fnZf]gh]['a]h
_Y]bYf'6YgW\`Yi b][i b['XYf'9]bnY`\UbXY`gi a gAhnY'ni 'fYW\bYb']gh
'j cfUi gg]W\h`]W\`k]fX'XUg'I a gUhnk UW\ghi a ']a '9]bnY`\UbXY`
&\$%- 'Yhk Ug'gW\k\AW\Yf'U`g']a 'Jcf'U\f'Ui gZU``Yb''' \delta 'YfghYf'@]b]Y

VfYa gh'X]Y'a]h'XYa 'ghY][YbXYb'K c\`ghUbX'XYf'; YgY``gW\UZh
ni bY\a YbXY'GAhh][i b['XYf'<Ui g\U`hY'X]Y'5i g[UVYb'ZØf
Y]bnY`\UbXY`gfY`Yj UbhY'K UfYb ž'UbU`mg]Yfh'; ØbhYf'K c`Zž'2 _cbca

XYf'I b]7fYX]h'6Ub_'5i ghf]U''' 9g'\UbXY`h'g]W\'XUVY]'i a 'Y]bY

9bhk]W_`i b[ž'X]Y'g]W\']b'U``Yb'Yi fcdA]gW\Yb'@AbXYfb'VYcVUW\hYb
`Aggh''

8 Y b b 'X Y f '5 b h Y] ' 'Y] b n Y '\ Ub X Y `g f Y `Y j Ub h Y f 'K Uf Y b 'Ub 'X Y b [Y g Ua h Y b '? c b g i a U i g [UV Y b 'k] f X ' g i _n Y g g] j Y '_ `Y] b Y f / '& \$ % + k Uf Y b 'Y g '' (| ž '& \$ ' * J \ f Y 'X U j c f ' b c W '' - | " '8] Y 'k UW \ g Y b X Y 'N U \ ` ` Ub ? c b g i a Y b h Y b ž 'X] Y 'a] h 'X Y f 'g h Y] [Y b X Y b '6 Y j Ò `_ Y f i b [g n U \ ` `] b 2 g h Y f f Y] W 'b c W 'n i 'Y f k Uf h Y b '] g h ž 'k] f X 'X] Y g Y b 'D f c n Y g g 'Y X c W j Y f `Ub [g Ua Y b "

$8\,]Y\,^6fUb\,WX\,Y\,^gY\,hnh\,^tUi\,\,Zg\,^g]b\,_Ui\,\,Zg\,Y\,f\,^Y\,V\,b\,]g$

a 'Yi fcdà]gWXYb'JYf[`Y]WX']gh'X]Y'ÒghYffY]WX]gWXY
9]bnY`\UbXY`gVfUbWXY'fY`Uh]j 'k Yb]['dfàgYbh' &\$%, '\UVYb'Yfgh
&&i 'XYf'\Y]a]gWXYb'9]bnY`\àbX`Yf'a]h'a Y\f'U`g'nY\b
6YgWXàZh][hYbžXUg'g]bX'fi bX'%"\$\$\$'I bhYfbY\a Ybž'DfcXi _hY'ØVYf
Y]bYb'Y][YbYb'K YVg\cd'i bX#cXYf'Ui Z'Y]bYa 'Y`Y_hfcb]gWXYb
A Uf_hd`Uhn'Ub'?cbgi a YbhYb'j Yf_Ui Zh" =a '9I !8i fWXgWXb]hh'k UfYb
Yg'&*i ž'k cVY]'X]Y'\ÒWXghY' =bhYfbYhdfàgYbn'X]Y'9]bnY`\àbX`Yf']b
XYb'B]YXYf`UbXYb'i bX']b'8ÀbYa Uf 'Ui Zk Y]qYbž'k c'X]Y

 $BcW. XYi hi]W. YfinY][hig]W. XUgifY`Uh]ji[Yf]b[YiCb`]bY!\\ 9b[U[Ya YbhiXYgiOghYffY]W.]gW. Ybi9]bnY`\UbXY`gi]a iJ Yf[`Y]W. XYfi5bhY]`YiXYfiCb`]bYYfiOgYiUa i; YgUa hi a gUhnij cbiXfY]`DfcnYbh fYgdY_h]jiYiUW. hiDfcnYbhi]a i9I !8 if W. gW. b]hhi"-\(\dagge _i \) ig]jiYiXYf I bhYfbY\a Ybia]hik Yb][YfiU`ginY\bi6YgW. \AZh][hYbiYffY]W. hiX]Y NU\`XYfiCb`]bY!G\cdgi]a i9]bnY`\UbXY``Ui hi9f\YVi b[YbiXYfi? A I : cfgW.i b[i5i ghf]Uink Ufia Y\fiU`gi-"$$$/j\f5bhY]`Ua i[YgUa hYb 9]bnY`\UbXY`gi a gUhniYffY]W. hiXYbbcW. ibi fifi bXiZØbZiDfcnYbh VYn]Y\i b[gk Y]gYiXfY]`A fX''' "8 Ugi\Y]» hžiXUggi]b`AbX]gW. Y 5bV]YhYfik Yb][YfiU`giX]Yi < \A`ZhYiXYfi[YgUa hYbiCb`]bY!5i g[UVYb XYfi2 ghYffY]W. YfžiX]Yia]hiYhk Ui+ž) iA fX''' iVYn]ZZYfhik YfXYbžiZØf g]W. ii_f]YfYb"$

8 Ug k Wh][ghY J YfV]bXi b[gghØW]

8 Yf'9]bnY`\UbXY`'V`Y]Vh'XUg'k]W\h][ghY'J YfV]bXi b[gghØW_nk]gW\Yb'XYb'?cbgi a [ØhYf\YfghY``Yfb'i bX'XYb'?cbgi a YbhYb i bX'j cf'U``Ya 'Y]b'nYbhfU`Yf'5fVY]h[YVYf']b'2 ghYffY]W\ ž'VYghÀh][h K c`Z''+b'XYf'6fUbW\Y'UfVY]hYb']a a Yf\]b''') "\$\$\$'A YbgW\Yb'Vnk" _bUdd'bYi b'DfcnYbh'U``Yf'i bgY`VghghÀbX]['6YgW\ÀZh][hYb']a '@UbX"+\fY'\NU\`']gh']b'XYb'`YhnhYb'nY\b'\J\\fYb'gc[Uf'bcW\'`Y]W\h [Ygh]Y[Ybž'k Ybb'Ui W\'Yhk Ug'`Ub[gUa Yf'U`g']b'XYf; YgUa h\YgW\ÀZh][i b[']gh bi f'i a '[Yf]b[Y'\\$Z''DfcnYbhdi b_hY'[Ygi b_Yb"

 $8 \ Yf'; \ fc \gg hY] ``XYf' \& \$" \$ \$ `bYi Yb' \& Vgž' X]Y' gY]h' \& \$\$, \ `]a$ $9]bnY` \setminus UbXY``YbhghUbXYb'g]bXž'g]bX'HY]`nY]hUfVY]hgd` ÅhnY"' & b'XYf 6 fUbWXY' UfVY]hYh'VYfY]hg' a Y\f'U`g'X]Y' < Å`ZhY'U``Yf i bgY`VghghÅbX]['6YgWX ÅZh][hYb' k Yb][Yf'U`g'' * 'Ghi bXYb' dfc K cWXYž']b'XYf'; YgUa hk]fhgWX UZh'g]bX'Yg' j Yf[`Y]WX gk Y]gY' &, ı " 8 UfØVYf'\]bUi g']gh'ni a]bXYgh'Y]b': ØbZhY``XYf HY]`nY]hVYgWX ÅZh][hYb' bi f'[Yf]b[ZØ[]['VYgWX ÅZh][hž'XUg'\Y] <math>\gg$ h'g]Y UfVY]hYb' k Yb][Yf'U`g'nk Ò`Z'Ghi bXYb' dfc' K cWXY"

 $9]b_UiZYfYVb]ggYžDfY]g_YbbYf'ibX'GWXbÀddWXYb'À[Yf]$

BUW. k]Y j cf]gh]b 2 gh Yff]W X]Y Gi W Y bUW GW b Add W Y b k Y]h j Yf V f Y]h Yh '' (&i XYf J Yf V f Ui W Yf gi W Y b '' Ui h B]Y `g Y b 7 c b gi a Yfg '& \$%- VY]a '9]b_Ui ZYb ']b ']\ f Ya '[Yk c\bh Y b ; Yg W A Zh [Yn]Y h b U W '5 b [Y V c h Y b '' ? b U d d 'Y]b 'J]Yfh Y ``f &' i & []Vh U b z f Y [Y`a A *]['j Yfg W]Y X Y b Y A Uf _Y b 'ni '_Ui ZY b z k Y b b 'X] Y g Y [Yf U X Y ']a '5 b [Y V c h 'ni '\ U V Y b 'g]b X " : Ugh Y V Y b g c 'j]Y `Y 'f & \$i & k Y W g Y `b 'g c [Uf 'X Ug '; Yg W A Zh 'V Y] 'Y X Ya '9]b _Ui Z z Y `b U W X Y a z k Y `W Yg X]Y `Uhh f U _h]j gh Y b '5 b [Y V c h Y `\ Uh " 8 i f W X]Y `\ c \ Y ; Yg W A Zh g X] W h Y `]b '2 gh Y f f Y] W `]gh X] Y g 'j c f `U `` Ya ']b 'i f V U b Y b ; Y V] Yh Y b 'f Y `Uh]j 'V Y e i Ya 'a O[`]W "

5i W. 'VY]'XYb'DfY]gYb'V`Y]VYb'X]Y'2 ghYffY]WXYf'gYbg]VY`.'(% 'XYf JYfVfUi WXYf'[YVYb'Ubž'nk Uf'b]WXh'i bVYX]b[h'U``Y'DfY]gY'ni _YbbYbž'DfY]gÀbXYfi b[Yb'UVYf'gWXcb'k U\fni bY\a Yb"'') | [YVYb'gc[Uf'Ubž'XUgg'g]Y'X]Y'a Y]ghYb'DfY]gY'_YbbYb'i bX JYfÀbXYfi b[Yb'gcZcfh'k U\fbY\a Yb"'; Ubn'k]WXh]['ZØf'<ÀbX`Yf.*- | 'XYf'ÒghYffY]WX]gWXYb'?cbgi a YbhYb'_Ui ZYb'nk Uf'bUWX']\fYf 9]b_Ui Zg`]ghYž'hfchnXYa YbXYb'*% 'XYf'?Ui ZU_hY'a]h Ni gUhn_Ài ZYb']a '9]b_Ui Zgk U[Yb"

I bX. V`Y]Vh'ZØf'X]Y'ÒghYffY]W\]gW\Yb'G\cddYf'k Y]hYf\]bk]W\h]["") (ı 'g]bX'VYfY]hž'a Y\f'ZØf'[i hY'Ei U`]hÀh'ni 'VYnU\`Yb" K À\fYbX'X]Y'BUW\ZfU[Y'bUW\'7cbj Yb]YbW'k Y`hk Y]h'ghYh][ni b]a a hž'g]bX'`YX][`]W\'%+ı 'XYf'?Ài ZYf']b'² ghYffY]W\'VYfY]hž a Y\f'ni 'VYnU\`Ybž'k Ybb'g]Y'g]W\'XUa]h'f@YVYbgŁNY]h'gdUfYb"

#bhYfbUh]cbU``[YgY\YbžgWXY]bh'Yg`]bnk]gWXYb'ni 'Y]bYf
FYbU]ggUbW' XYg'ghUh]cbÀfYb'<UbXY`g'ni '_ca a Yb.'9]b'j cb' @@
flæbYg'@Ub['@UGU``Yž7\]WU[c# G5Łj YfÒZZYbh`]WXhYf'6Yf]WXh'gU[h
j cfUi gž'XUgg'Cb`]bY!9]bnY`\ÀbX`Yf']b'XYb'I G5'ØVYf'X]Y
_ca a YbXYb'ZØbZ'*J\fY'j YfhY]`h',)\$':]`]U`Yb'YfÒZZbYb'k YfXYb"'8Ug
Xc_i a Ybh]Yfh'XYb'GhY``Ybk Yfhž'k Y`WXYf'XYf'd\mg]gWXYb'DfÀgYbn
XYf'A Uf_Yb'VY][Ya YggYb'k]fX"' ¾XYf'VY\Ui dhYhž'XUgg'XYf
ghUh]cbÀfY'<UbXY``gh]fVhž'UVYf'X]Y'9!7ca a YfWY!A Uf_Yb'XfÀb[Yb
n]Ya`]WX'gWXbY``i bX'U[[fYgg]j']b'XYb'ghUh]cbÀfYb'6YfY]WX ž'gU[h
HUm`cf'7cmbYž': cfgWXi b[g`Y]hYf'6YfY]WX'FYhU]``VY]' @@"</pre>

9]b \ Yi hni hU[Y]a a Yf ÒZhYf ni 'j YfbY\a YbXYg Jcfi fhY]```Ui hYh

XUfUi Zž:XUgg:]a 'ghUh]cbÀf:VYghYbg:Ui g[YghUhhYhYb:9f:YVb]g!ibX 6YfUhi b[g!GhcfY'[igh]Yfh'k]fX' ibX'cb`]bY'[Y_UiZh"8]YgY JYf\U`hYbqZcfa 'VYhf]ZZh'UVYf'jcf'U``Ya 'YbY'<ÀbX`Yfž'X]Y'df]a Àf ghUh]cbÀf'U[]YfYb'i bX'cb`]bY'\Yfi a hUdgYb"'J]WY'j YfgU'k]fX'XYf 9fZc`['a]hibhYf'Z'chhia[YgYhnh"'9]b'kY]hYfYg'6Y]gd]Y`'Uig'XYb I G5. K UfVmDUf_YfžY]b Cb`]bY!5bV]YhYf'ZØf'6f]``YbžYfÒZZbYhY gY]bY'YfghY'ghUh]cbÀfY': `ÀWXY']a '\\\f'&\\$'' 'fKfY]'\\\\fY'bUWX'XYf ; fØbXi b[Łi bX VYhfY]Vha]hhYfk Y]Y ØVYf - \$ @AXYb]b XYb I G5 i bX'? UbUXU"'9f'k]fX'[Yfb'U`g'Y]bY'XYf'YfghYb'fY]b'X][]hU`Yb A Uf Yb'Ub[YZØ\fhž:X]Y'|YfghUbXYb'\UVYbž:XUgg:q]W\'Cb`]bY'|bX CZZ^bY "I bX'Ui W\ k Ug'XYb': ccX!6YfY]W\ 'VYhf]ZZhž'gc k YfXYb ghUh]cbÀfa Y\fi bXa Y\fDchYbn]U`Y Ui g[YgWk Òd Zhi bX n"6" @YVYbga]hhY`]b`XYf: `Y]gWX!ibX'? ÀgYdfcXi_h]cb iba]hhY`VUf'Yf`YVVUf'[Ya UW\h ž'k]Y'Yg'Hcd!9ldYfhY'l `f]W\'GdUUb f9< ±'X]YgYf'HU[Y'Ui Z'XYf'9i fcG\cd'&\$&\$'Zcfa i `]YfhY"

.

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh