

Retailing in Austria Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future

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SUMMARY

WiseGuyReports published new report, titled "Service Station Retailing in Austria".

"Service Station Retailing in Austria 2017", a Sector Report by provides an executive-level overview of the Austrian service station market today, with values and volumes up to 2017. It delivers quantitative and qualitative insight into the fuel market, based on in depth interviews with major fuel operators across Europe and proprietary data from service station retail databases. It provides: National Fuel Volumes (2012 to 2022e) and Values. Breakdown of the top five fuel retailers shop, car wash, company owned, motorway and unmanned sites. Company Fuel Volumes, Values and Market Shares. Major competitor analysis by country.



Total fuel consumption in Austria declined by 0.8% in 2016 compared to the previous year. OMV has the largest service station network, at 319 sites, amounting to 11.9% of the national network. The top five retailers in Austria made up 74.0% of service station shop sites in 2016, with OMV representing over 20.4% of all sites. 43.8% of service stations in Austria feature a car wash.

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Scope

- Total fuel consumption in Austria declined by 0.8% in 2016 compared to the previous year.
- OMV has the largest service station network, at 319 sites, amounting to 11.9% of the national network.
- The top five retailers in Austria made up 74.0% of service station shop sites in 2016, with OMV representing over 20.4% of all sites. 43.8% of service stations in Austria feature a car wash.

Key points to buy

- Identify who are the top five players in Austria and how many fuel outlets, motorway & unmanned

sites, shops & car wash they have.

- Plan effect market strategies by uncovering market share and average fuel throughput per site of the top five players in the market.
- Understand how the service station network evolving and which players are opening new outlets as well as incresing forecourt shops and car washes.
- Identify what strategies the key players have across their fuel and non- fuel offerings in terms of products sold, branding, promotions, partnerships and suppliers used.

Table of Contents

Service Station Competitor Overview
Service Station Market Overview
Competitor ranking in 2015 compared to 2016
Market Size
Service Station Shop Network
Service Station Car Wash Network
Appendix

..CONTINUED

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