



### General information

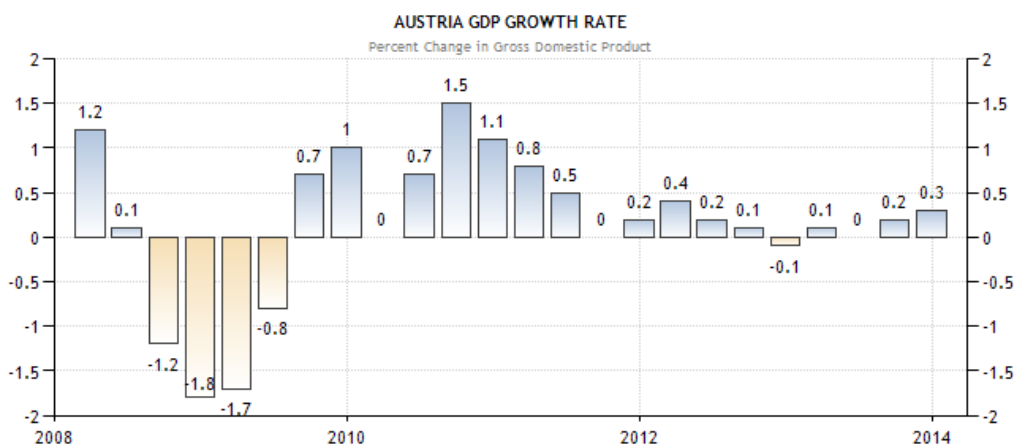
|                              |                  |                                |                   |
|------------------------------|------------------|--------------------------------|-------------------|
| <b>Capital:</b>              | Vienna (Wien)    | <b>Population:</b>             | 8.4 m (2013)      |
| <b>Surface area:</b>         | 83,879 square km | <b>Unemployment rate:</b>      | 1.9% (2013)       |
| <b>Official language(s):</b> | German           | <b>Households:</b>             | 3.6 m (2012)      |
| <b>Currency:</b>             | Euro             | <b>Average household size:</b> | 2.3 people (2012) |
| <b>Trading language(s):</b>  | German           |                                |                   |

### Key macroeconomic indicators

- 11th richest country in the world on per capita basis
- GDP 2013: € 394 bn
- Inflation rate 2013: 1.9%
- Unemployment rate 2013: 4.5%

#### Spending power 2013

| Country     | Spending Power<br>(€ per person/2013) | Total<br>bn |
|-------------|---------------------------------------|-------------|
| Switzerland | 36,351                                | 289.2       |
| Austria     | 21,295                                | 179.8       |
| Germany     | 20,621                                | 168.7       |
| Belgium     | 19,318                                | 150.9       |



### Food industry structure

- Number of companies: 222 (-3.3%)
- Number of employees: 26,414 (-2.5%)
- Turnover: € 7.8 bn (+2.0%)
- Most important food export categories: drinks, bakery goods, beef and cheese
- Top export destination is Germany, followed by US and Italy

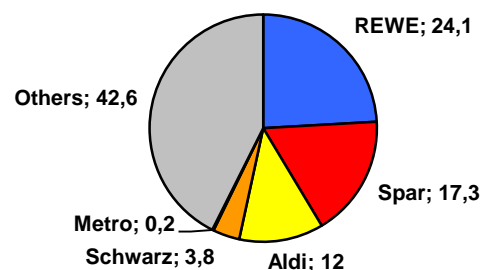
### Grocery retail structure

- Retail is well-organised and modern
- Over 5,600 grocery outlets, predominantly supermarkets (4,607 outlets), followed by hypermarkets (379 outlets) and discounters (640 outlets)
- Austrian grocery retail trade is dominated by German retailers, e.g. REWE Group
- REWE and Spar are the largest retailers and account for 41.4% of market share
- The discounters Hofer (Aldi) and Lidl account for 15.8% of market share



## Major grocery retailers

| Group           | No. of stores | Turnover, gross (in EUR m) | Market share (%) | Positioning         |
|-----------------|---------------|----------------------------|------------------|---------------------|
| A REWE          | 2,484         | 6,468                      | 24.1             | Depending on format |
| B Spar          | 1,531         | 4,549                      | 17.3             | Depending on format |
| C Aldi Group    | 442           | 3,145                      | 12.0             | Discounter          |
| D Schwarz Group | 202           | 985                        | 3.8              | Discounter          |
| E Metro         | 12            | 623                        | 0,2              | Cash & Carry        |



## Foodservice structure

- Hotels are of key importance (approx. 64,000 and 1.1 m beds) catering for both winter and summer business
- Out-of-home expenditure in 2012 reached € 1.1 bn
- Relatively few chain restaurants with one exception: McDonalds
- Fast food accounts for 41% of Quick-/Full service turnover
- Self-service restaurants in hypermarkets and furniture superstores account for 24% of turnover

## Main food shows

- Hotel und Gast, Vienna, March 2014 , hotel and foodservice management
- Alles für den Gast, Nov 2014, Salzburg, hotel and foodservice industry
- Gast Klagenfurt, March 2014, Klagenfurt, hotel and foodservice industry

## Main trade magazines

- CASH, Manstein Zeitschriftenverlagsges. m.b.H., monthly circulation of print magazine, also online. Targets: retail and food industry, in particular category managers, opinion leaders, management.
- Hotel & Touristik, Manstein Zeitschriftenverlagsges. m.b.H., circulation 18,000, monthly, also online. Targets: hotel, foodservice, restaurant industry

## Consumer behaviour today &amp; expected food trends – Opportunities for Flemish food exporters

- Recent sensitivity for grocery consumption
- High quality expectations and indulgence
- Sustainability, moral and ethical considerations re food purchase are important trends
- Growing price awareness (discounter Hofer No. 3 retailer)

## EVALUATION OF MARKET AND OPPORTUNITIES

- Growing economy
- Although nationalistic in cuisine, becoming more open to international food
- Influence on surrounding Central / East European States
- 3 retailers of relevance (Billa, Spar, Hofer)
- Tourism sales channels
- EU law applies