

# Woolworth returns to Austria with a successful retail concept

**Unna, 6 November 2023. Woolworth returns to the Austrian market after more than a decade. The first new store will open in Eisenstadt, the regional capital of Burgenland, at the end of November. More than 30 new stores should be opened across Austria by the end of 2024. The objective is to expand the product range in the non-food discount sector and establish itself across the country once again.**

Over the last few years, Woolworth has been one of the most successful retail companies in Germany, opening more than 100 new stores every year. In the meantime, the network has expanded to over 630 stores. The non-food discounter now aims to continue expansion into Austria. The company already had stores in Austria until the former Woolworth entity went bankrupt in 2009.

At the end of November, the first new store will open in the regional capital of Burgenland, Eisenstadt. Customers will find a wide range comprising more than 10,000 products over an area of almost 1,200 square metres. Amongst other things, these include clothing for the whole family, household and decorative items, shoes and leather goods, cosmetics and drugstore products, games and stationary, home textiles, haberdashery and a small range of snacks and refreshments. This new concept is characterised by modern shopfitting whilst offering excellent value for money.

“We aim to offer good products at good prices, whilst being close enough to our customers so that they don’t have to go far for their shopping”, says Ivana Jezidzic, Head of Sales at Woolworth Austria. “We have therefore deliberately decided to open our first branch in Austria in a medium-sized town such as Eisenstadt.” Back in their domestic market, Woolworth is focusing on reinforcing their retail offerings in small and medium-sized towns. In addition, the company is also looking to open locations in larger inner-city districts.

“Austrians know exactly what they like and what they are looking for. In the future, we want to offer them products to brighten up their homes”, says Ivana Jezidzic on the Woolworth concept.

“Whether families or singles, young or old, we have almost everything you need for your day-to-day needs. We don’t focus on a specific target group, just everyone who wants good value for money.”

By the end of 2024, the aim is to expand to more than 30 stores. At least four stores will open by the end of this year, these being in Eisenstadt (Burgenland), Mürzzuschlag, Kapfenberg (both in Styria) and Neunkirchen (Lower Austria). Further store openings will take place in 2024, including new stores in the regional capitals of Innsbruck and Klagenfurt and the national capital, Vienna.