

## CBI MARKET SURVEY

THE STATIONERY, OFFICE AND SCHOOL SUPPLIES MARKET  
IN AUSTRIA

Publication date: August 2006

## Introduction

This CBI market survey gives exporters in developing countries information on some main developments in the stationery<sup>1</sup> market in Austria. The information is complementary to the information provided in the CBI market survey 'The stationery, office and school supplies market in the EU' (2006) which covers the EU in general. That survey also contains an overview and explanation of the selected products dealt with, some general remarks on the statistics used as well as information on other available documents for this sector. It can be downloaded from <http://www.cbi.nl/marketinfo>

## 1. Market description: consumption and production

## Consumption

- The total consumption of stationery in 2005 in Austria amounted to € 374.7 million at Manufacturing Selling Prices<sup>2</sup> (excl. Greeting Cards and Cases & Satchels<sup>3</sup>).
- The Austrian market accounts for 2% of the total stationery consumption of the reviewed countries<sup>4</sup>. Compared to the other researched markets, Austria was one of the small stationery markets in Europe in 2005.
- Between 2004 and 2005, total stationery consumption increased by 1.5%.
- Austrian consumption of stationery products is forecast to grow by between 1 – 1.5% annually up to 2008.
- In 2005, Office furniture was the largest product group in the Austrian stationery market, accounting for about 50% of the market and € 186.9 million at MSP. The next largest segment was Paper-based items with 18.7% of the total Austrian stationery market, worth € 70.1 million. In third place by market share were Writing & Drawing Instruments and Storage & Filling products with 10.6% and 8.2% of the total Austrian market and a value of about € 39.7 and € 30.8 million each. Presentation & Planning materials and Office & Desk Accessories were the smallest segments with relative shares of 6.4% and 6.2% and values of consumption respectively, € 24.1 and € 23.1 million at MSP.

## Production

- In absolute value the estimated total production of the Austrian stationery market for 2004 was € 246 million (including Cases & Satchels and Greeting cards).
- In 2004, Austria accounted for 1% of the stationery production of the reviewed countries, based on Eurostat statistics, which made it one of the small producers in the EU.
- In comparison to previous years, overall production is declining. Between 2002 and 2004, overall production has decreased by more than 30%.
- The forecasts for 2007 onwards are brighter in terms of GDP growth and private consumption, which should impact positively stationery consumption and production (Datamonitor).

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<sup>1</sup> Please, note that with 'stationery' in the whole survey, it is meant 'stationery, office and school supplies'.

<sup>2</sup> MSP (Manufacturing Selling Prices) – The price at which manufacturers sell products to resellers or direct to users.

<sup>3</sup> Consumption information is given for all mentioned product groups except for the segments Greeting Cards and Cases & Satchels. The research agencies used in this report are not gathering information for those two product groups. Separate information for them would be given later in the text.

<sup>4</sup> Please, see footnote #1.

### Trends

- General trends in EU stationery consumption are given in Chapter 4 of the CBI market survey 'The stationery, office and school supplies market in the EU' (2006). In this document, attention has been paid only to country-specific consumption trends.
- According to MPA International, the share of service industry employment in Austria's workforce is projected to continue to increase over the coming four years, which should positively affect stationery consumption and production.
- An important trend is the considerable increase expected in Office Furniture consumption. This segment is forecast to increase by more than 12.6% between 2005 and 2009, closely related to the growth in service industry employment.

### Opportunities and threats

- The Austrian population continues to age rapidly, with the '65 and over' bracket increasing at the fastest rate (up from 9.7% of the total population in 2001). With life expectancy continuing to increase and birth rates on the decrease, the influence of an ageing workforce and declining school populations will impact the school supplies market in a negative way. In this sense, Cases & Satchels and Paper-based items should decrease slightly in the future. As this is a segment of interest for exporters from developing countries, that might be considered as a threat.
- Increasing Office Furniture consumption might be considered as an opportunity, if exporters from developing countries manage to increase their relative share of this segment.
- Moreover, the Austrian market is one of the markets with the brightest prospects for consumption in general.

### Useful sources

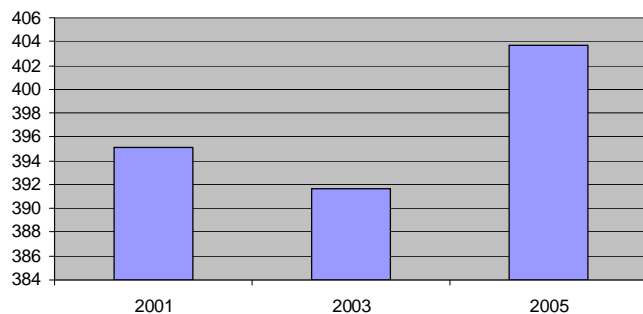
- Research and Markets: (<http://www.researchandmarkets.com/reports/295470/>)
- MPA International: (<http://www.mpainternational.com/>)
- Austrian Trade (<http://www.austriantrade.org/austriantrade/austriantrade/en/>)
- Austrian Business Agency (<http://www.aba.gv.at/en/pages/>)
- Austrian Federal Economic Chamber: (<http://portal.wko.at/>)

## 2. Trade: imports and exports

### Imports

- Total imports into Austria in value and volume were respectively € 404<sup>5</sup> (million) and 23 thousand tonnes in 2005.
- In 2005, Austria took 4% of the total EU stationery imports and was one of the small importers in the EU.
- In comparison to 2003, imports have increased by more than 3%.
- Import growth is forecast to accelerate slightly into 2007, especially if imports keep their price competitiveness.
- For the year 2005, the percentage of imports in Austria coming from the developing countries is more than 3.6%. For a comparison, this percentage was 2.4% back in 2003.
- Major developing country suppliers

Figure 2.1: Import in the Austrian stationery market, total imports, by value (€ millions)



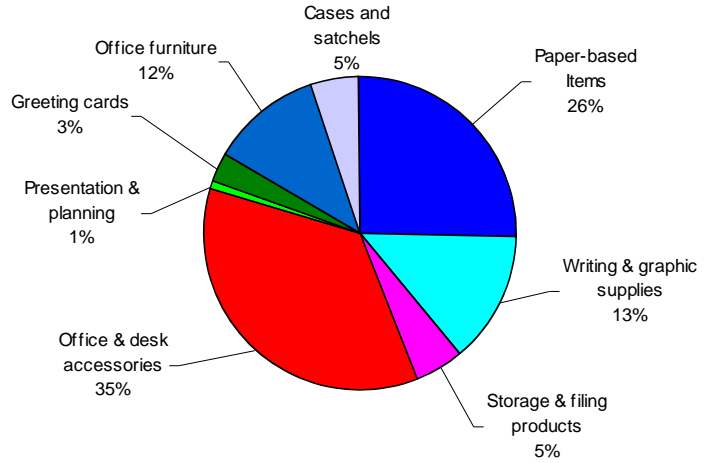
Source: Eurostat database

<sup>5</sup> Including Cases & Satchels and Greeting Cards

in Austria are: China (3.0%), Turkey (0.55%), India (0.15%), Malaysia (0.15%), etc.

- For the relative size of the product groups in Austrian imports see Figure 2.2.

Figure 2.2: Import in the Austrian stationery market, segmentation by product group, % share, by value, 2005



Source: Eurostat database

### Exports

- Total exports from Austria in value and volume were respectively € 305 million and 72 thousand tonnes (including Cases & Satchels and Greeting cards) in 2005.
- In 2005, Austria supplied 2.9% of the total EU stationery exports and it one of the small exporters in the EU.
- In comparison to 2003, exports have decreased by more than 10%.
- With a small domestic market, exports are of vital importance to the Austrian economy. With Austria part of the Euro Zone, the strong currency may start to threaten exports in the future - especially to Eastern European countries, which are of great importance to the Austrian economy (MPA International).

### Opportunities and threats

- In general, the share of imports coming from developing countries is low and those suppliers having only a small part of the market. Importing from developing countries does not have deep roots in this country.
- Nevertheless, there are certain groups such as Cases & Satchels where developing countries suppliers are increasing their share.

### Useful sources

- EU Expanding Exports Helpdesk – (<http://export-help.cec.eu.int/>)
- Eurostat – official statistical office of the EU - (<http://epp.eurostat.cec.eu.int/>)
- European Commission - official publication ([http://ec.europa.eu/economy\\_finance/index\\_en.htm](http://ec.europa.eu/economy_finance/index_en.htm))
- Austrian Trade (<http://www.austriantrade.org/austriantrade/austriantrade/en/>)

### 3. Trade structure

Traditionally, exports from the developing countries took place through a set of importers who have then marketed the product to wholesalers, end-users, or retailers. On the other hand, exporting on your own generally requires more of the resources of your company than exporting through an agent or importer/wholesaler. In this chapter, most important distribution and retailing channels are given so that both types of exporters (ones which are using/not using intermediaries) can select the best channel for them.

The Office product dealers and the contract stationers who have the biggest share in the distribution structure in Austria. Contract stationers have an increasing market share thanks to their huge purchasing power. The Austrian office products wholesaler channel will continue to experience pressure from contract stationers and office products dealer groups. However, the only wholesaler present in Austria (PBS-Austria) currently retains a very strong position,

including one contract stationer and two dealer groups within its holding. Therefore sales are likely to at least be maintained in the future.

In retailing, High-street retailers are the ones with greatest impact and cover of the market. They are expected to keep their hold of the market quite unchanged and even increase it slightly to the end of the decade. Another very promising retail channel is mail order. The main reason for this is the high accessibility of Internet not only from businesses but also from private homes. However, this channel will experience severe competition from High-street retailers and, especially, the on-line trade.

Websites of important players in Austria are:

Leitz GmbH & Co. KG – Producer ([www.leitz.org](http://www.leitz.org))

Office furnisher Bene

([http://www.bene.com/benecom/Cont\\_en.nsf/webhtml/benecom.html](http://www.bene.com/benecom/Cont_en.nsf/webhtml/benecom.html))

Ahrend Office Products - Austria – Headoffice (<http://www.ahrend.com/smartsite.dws?id=410>)

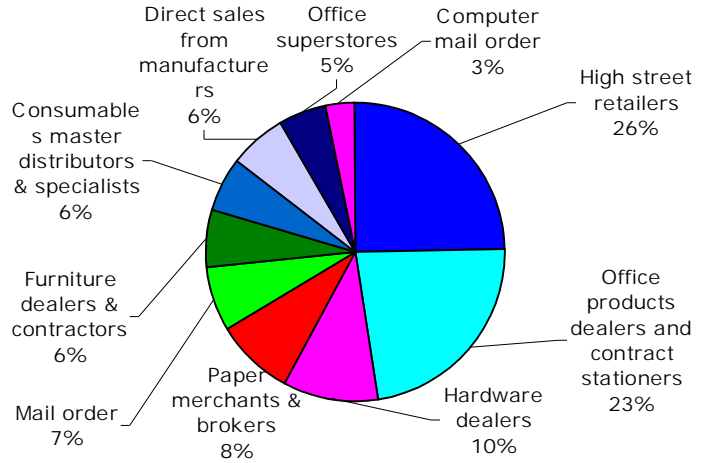
Websites concerning interesting information on the trade structure of Austria are:

Austrian Trade (<http://www.austriantrade.org/austriantrade/austriantrade/en/>)

Austrian Business Agency (<http://www.aba.gv.at/en/pages/>)

Austrian Federal Economic Chamber: (<http://portal.wko.at/>)

Figure 3.1: Distribution of Stationery in Austria, segmentation by format, % share, by value, 2005



Source: MPA International

#### 4. Prices

Price is an important selling factor, especially in the lower segments of the stationery market, whereas in the higher segments (higher added value) factors like quality and fashion are more important than price. In the lower segments of the stationery market, retailers have little room to manipulate prices because competition is very fierce and margins are low.

Table 4.1 Developments in import prices per product group in the period 2003-2005, % change

Paper-based Items	Writing & Drawing Instruments	Storage & Filling Products	Office & Desk Accessories	Presentation & Planning	Greeting Cards	Office Furniture	Cases Satchels
6.30%	N.A.	11.80%	N.A.	-16.40%	N.A.	3.30%	N.A.

For more information on prices see 'The stationery, office and school supplies market in the EU' (2006) Chapter 9 'Prices' and the web addresses provided under 'Useful sources' of this chapter.

As far as up-to-date information about prices is concerned, below are mentioned some useful techniques for finding relevant information on prices:

- the CBI survey Guide for Market Research has a wide variety of good advice on how to use the internet for doing research;
- in general, one should always at least search for information in trade journals, at exhibitions, from competitors, potential and existing customers, exporters in your own country that sell products in the same market
- Other sources of price information are the local producers. Below there are some examples of the important producers and suppliers in the Austria:

Leitz GmbH & Co. KG – Producer ([www.leitz.org](http://www.leitz.org))

Office furnisher Bene ([http://www.bene.com/benecom/Cont\\_en.nsf/webhtml/benecom.html](http://www.bene.com/benecom/Cont_en.nsf/webhtml/benecom.html))

Ahrend Office Products - Austria – Headoffice (<http://www.ahrend.com/smartsite.dws?id=410>)

OfficeDepot (<http://www.officedepot.com/>)

#### 5. Market access requirements

- Manufacturers in developing countries should be aware of the market access requirements of their trading partners and the country government. Requirements are demanded through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns.
- For more information go to 'Search CBI database' at <http://www.cbi.nl/marketinfo>

A detailed overview of important packaging, marking and labelling aspects which are valid for all EU countries or for groups of EU countries as well as of more information about the countries to which tariffs apply, can be found in the CBI market survey 'The stationery, office and school supplies market in the EU' (2006). More information about packaging can be found as well in the web site of ITC Export packaging:

<http://www.intracen.org/ep/packaging/packit.htm>. The VAT in Austria is currently 20%.

Important sites:

Taric database at ([http://europa.eu.int/comm/taxation\\_customs/index\\_en.htm](http://europa.eu.int/comm/taxation_customs/index_en.htm))

European Union (<http://europe.eu.int/>)

European Committee for Standardization (<http://www.cenorm.be>)

European Committee for Standardization (CEN) and (<http://www.iso.org/>)

#### 6. Business practices

Austrian Trade Fair Association - Up-to-date program for large trade fairs in Austria

(<http://www.messe.at/index.html?lang=E>)

Trade shows in Austria (<http://www.biztradeshows.com/austria/>)

Austrian Exhibitions, Conferences & Trade Shows

([http://www.eventseye.com/fairs/event\\_1371.html](http://www.eventseye.com/fairs/event_1371.html))

For trade press and related articles: Office Products International Magazine

(<http://www.opi.net/index.asp?>)

For more information on trade practices and culture in Austria as well as the business etiquette in the country, check:

(<http://www.executiveplanet.com/business-etiquette/Austria.html>)

This survey was compiled for CBI by DCT B.V. in collaboration with Ms. Y. Netto.

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