



PARTICIPANTS, NOMINEES AND WINNERS EDITION 2021-2022

Overall



Händler des Jahres Österreich 2021-2022

121 physical retailers in **21** categories
13 categories with a winner
36 nominees

More than **49.000** evaluations in 21 categories.

The title 'Händler des Jahres Österreich' 2021-2022 is for Lidl!

The overall winner of the award 'Händler des Jahres Österreich' is determined based on NPS, among other factors. Only participants that have met the voting limit of 380 votes after analysis and won a category award are qualifying for this overall title. When a participant has won multiple categories, the reviews/numbers will be combined proportionally.

Retailer of the Year Austria 2021-2022

It was not possible to determine an overall winner of the award 'Retailer of the Year Austria' since there were not enough participants that have met the voting limit of 380 votes after analysis, which is required to be nominated for this overall award.

Webshop Award Austria 2021-2022

114 webshops in **20** categories
7 categories with a winner
14 nominees

Almost **12.000** evaluations in 20 categories.

It was not possible to determine an overall winner of the award 'Webshop Award Austria' since there were not enough participants that have met the voting limit of 380 votes after analysis, which is required to be nominated for this overall award.

Explanation of the following ‘Category’ pages (1)

At the next 14 pages we show you some information per category. In the ‘Händler des Jahres Österreich’ 2021-2022 election and the ‘Webshop Award Austria’ 2021-2022 election are 20 equal categories and 1 separate category. We show you per category the participants, the nominees and the winner. We only show the categories where a winner could be announced. Before the information is shown, we will explain shortly what we mean with ‘Participants’ and ‘Nominees’ per category in this report.

‘Participants’

1. All retail chains with a minimum of five stores in Austria and retail chains with more than 30 stores in Europe, with at least three of which are located in Austria, could be voted for/evaluated in the ‘Händler des Jahres Österreich’ 2021-2022 election. They were presented in a dropdown list in the questionnaire.

The names of the retailers we mention in this report as ‘Participants’ are the retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2021-2022 edition.

2. All retail chains that met the above requirement and have a webshop - selling products in Austria - and all ‘pure players’ in Austria could be voted for/evaluated in the ‘Webshop Award Austria’ election, edition 2021-2022. They were presented in a dropdown list in the questionnaire.

The names of the (online) retailers we mention in this report as ‘Participants’ are the (online) retailers that have actually been voted for/evaluated by the respondents that filled in the questionnaire of the 2021-2022 edition.

Explanation of the following ‘Category’ pages (2)

‘Nominees’

The (online) retailers that have reached the minimum voting limit for the specific category (380, 200 or 150 votes) with a minimum of two and a maximum of five nominees per category.

‘Winner’

Only one of the nominees can be the winner of this category. The ‘category winner’ will be the nominee with the highest, corrected* final mark.

**A correction based on the number of assessments is subtracted from the average final grade to calculate the corrected final grade. Simply put, the correction has to do with the fact that it says more if 500 people give you a grade ‘7’, than if 100 people give you a grade ‘7’.*



1. Baumärkte (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Bauhaus Hagebaumarkt Hornbach OBI RWA Lagerhäuser ZGONC	Bauhaus Hornbach OBI ZGONC
Nominees	Bauhaus Hornbach OBI	Hornbach OBI
Winner	Hornbach	Hornbach
Total votes in this category	1479	740

2. Bücher (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	Frick Libro Thalia Tyrolia Weltbild
Nominees	Libro Thalia
Winner	Thalia
Total votes in this category	687

3. Dessous und Wäsche (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	Huber Hunkemöller Intimissimi Lascana Palmers Triumph Zeeman
Nominees	Hunkemöller Intimissimi Palmers
Winner	Hunkemöller
Total votes in this category	1308

4. Discounter (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 380 votes

Participants	Hofer Lidl Norma Penny
Nominees	Hofer Lidl
Winner	Lidl
Total votes in this category	19698



5. Drogerie (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 380 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 150 votes</i>
Participants	Bipa DM Douglas Gewusst wie Lush Marionnaud Müller Drogerie Rituals The Body Shop Yves Rocher	Bipa DM Douglas Gewusst wie Lush Marionnaud Notino Rituals The Body Shop Yves Rocher
Nominees	Bipa DM Müller Drogerie	Bipa DM
Winner	DM	DM
Total votes in this category	2574	799



6. Elektronik (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 150 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Conrad Electronic Partner E-tec Expert Hartlauer McShark Media Markt Red Zac Saturn ZGONC	Conrad Cyberport Electronic Partner Electronic4you E-tec Expert Hartlauer Media Markt Red Zac Saturn ZGONC
Nominees	Conrad Hartlauer Media Markt	Conrad Media Markt
Winner	Conrad	Conrad
Total votes in this category	1353	1232

7. Haushaltswaren und Geschenke (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	Action Depot Flying Tiger Copenhagen Nanu Nana
Nominees	Action Depot Nanu Nana
Winner	Action
Total votes in this category	1630



8. Mode Damen (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Adler Benetton Bonita C&A Calzedonia Charles Vögele Comma Ernsting's Family Esprit Fussl H&M Jones Kastner+Öhler KIK New Yorker S. Oliver	Adler Benetton C&A Calzedonia Comma Conleys Ernsting's Family Esprit H&M Jones Kastner+Öhler New Yorker S. Oliver
Nominees	C&A H&M	C&A H&M
Winner	C&A	H&M
Total votes in this category	1641	1227

9. Optiker/Hörakustik (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	Fielmann Hansaton Hartlauer Pearle
Nominees	Fielmann Hartlauer Pearle
Winner	Fielmann
Total votes in this category	846

10. Schuhe (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	CCC David Jones Deichmann Footlocker Humanic Jello Schuhpark Quick-Schuhe Salamander shoe4you
Nominees	Deichmann Humanic shoe4you
Winner	Deichmann
Total votes in this category	1752



11. Sport (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 200 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 200 votes</i>
Participants	Gigasport Hervis Intersport Intersport Alpensport Runners Point SPORT 2000 Xxlsports	Gigasport Hervis Insider Sportshop Intersport Intersport Alpensport Runners Point Sport Brugger Sportsdirect Xxlsports
Nominees	Hervis Intersport	Hervis Intersport
Winner	Intersport	Intersport
Total votes in this category	763	1140



12. Supermärkte (2021-2022)



	<i>Händler des Jahres Österreich 2021-2022</i> <i>Voting limit: 380 votes</i>	<i>Webshop Award Austria 2021-2022</i> <i>Voting limit: 150 votes</i>
Participants	Adeg Billa Denns Interspar/Eurospar Maximarkt MPREIS Nah und Frisch Spar Sutterlüty Unimarkt	Austriansupermarket Billa Interspar/Eurospar MPREIS Unimarkt
Nominees	Billa Interspar/Eurospar Spar	Billa Interspar/Eurospar
Winner	Spar	Interspar/Eurospar
Total votes in this category	3097	539

13. Tierbedarf (2021-2022)



Webshop Award Austria 2021-2022

Voting limit: 150 votes

Participants	Cats & Pets Heimtierbedarf Fressnapf Onlinezoo Zooplus ZooRoyal Zooteufel
Nominees	Fressnapf Zooplus
Winner	Zooplus
Total votes in this category	490

14. Wohnen (2021-2022)



Händler des Jahres Österreich 2021-2022
Voting limit: 200 votes

Participants	Action Ammerer Dänisches Bettenlager IKEA Interio Kastner+Öhler Kika Leiner Möbelix Mömax AT XXXLutz
Nominees	Action IKEA Möbelix XXXLutz
Winner	Action
Total votes in this category	1981

DISCLAIMER

All information displayed about the results of the elections 'Retailer of the Year Austria' edition 2021-2022, including the displayed numbers of votes, the voting limits, the names of the participants, nominees and winners, and all other textual and numerical information has been selected and presented with the greatest possible care, but is always subject to typing/entering or other errors. No rights can therefore be derived from this.

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