



Austrian Post: market share in the parcel business rises to 56 percent

24-02-2025

GROWTH ABOVE MARKET AVERAGE – SIGNIFICANT INCREASE IN ALL SEGMENTS

The new BRANCHENRADAR from BRANCHENRADAR.com Marktanalyse GmbH confirms that Austrian Post is once again increasing its market share in the parcel sector. In 2024, the volume of parcels in Austria grew to over 397 million parcels, of which 224 million parcels were handled by Austrian Post. With a market share of over 56 percent, Austrian Post was able to expand its market share by two percent and thus remains the clear market leader in the parcel business.

The volume of parcels handled by Austrian Post rose by twelve percent last year. This means that the company is not only growing faster than the market, but also recording the strongest parcel growth of all domestic CEP providers (courier, express, parcel delivery).

“Two out of three private customer parcels in Austria are delivered by Austrian Post - we are proud of that! We were also able to increase our share of business customer parcels and now have a 56 percent share of the overall

domestic market. This confirms that we are on the right track by investing in both quality and capacity,” says Peter Umundum, Deputy CEO, Board Member for Parcel & Logistics, Austrian Post.

PARCELS TO PRIVATE CUSTOMERS

In the private customer business, Austrian Post benefited from European retailers, which have stabilised after several challenging years. At the same time, Austrian Post is a reliable service provider for e-commerce players from Asia and the United States. Despite strong competition, Austrian Post was able to increase its market share to 65 percent and remains the clear market leader in this segment.

PARCELS FOR BUSINESS CUSTOMERS

The parcel segment for business customers stagnated in Austria in 2024. Nevertheless, Austrian Post was able to expand its market share to 31 percent and can also report the highest growth among all CEP providers.

Source: [Austrian Post](#)