

## **Fortified/Functional Beverages in Austria**

Market Direction | 2022-06-20 | 29 pages | Euromonitor

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### **Report description:**

In addition to regular health and wellness trends that were evolving over the review period, the emergence of COVID-19 increased consumers' desire to be more proactive with regards to their own health. Many started to follow more active lifestyles wherever possible, including during lockdowns, by participating in more outdoor activities or following home-based fitness regimes in addition to maintaining a healthier, more balanced diet. Beverages to support immune systems, overall health or more a...

Euromonitor International's Fortified/Functional Beverages in Austria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Fortified/Functional Beverages market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2022

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Fortified/functional beverages continues to benefit from rising health awareness

FF energy drinks remains dominant offer

Additional vitamins and the search for immune-boosting solutions benefit FF fruit/vegetable juice

#### **PROSPECTS AND OPPORTUNITIES**

Stable demand for fortified/functional beverages, while niche of FF RTD coffee to record further dynamism

Higher price points likely to encourage players to further invest in expanding portfolios

Certain FF categories to benefit from greater out-of-home consumption occasions

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