

**Naturally Healthy Beverages in Austria**

Market Direction | 2022-06-20 | 28 pages | Euromonitor

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**Report description:**

Naturally healthy is the largest product group (in retail volume terms) within health and wellness beverages in Austria as a result of its large selection of products in NH soft drinks. The largest share and selection of products can be found, unsurprisingly, in NH juice, (in particular NH superfruit nectars (25-99% juice) and NH 100% juice). Whilst holding much lower share overall, NH hot drinks benefits from the healthy perception of NH fruit/herbal tea and the smaller but dynamic NH green tea...

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH 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 Naturally Healthy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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Search for immune-boosting properties continue to benefit some areas of naturally healthy beverages despite overall declining demand

NH hot drinks remains positive performer in 2021

Innovation and new product launches remain essential for the mature NH soft drinks

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Subdued performance due to competing categories

Health and wellness aspect should retain some consumers, while on-trade likely to regain advantage in terms of NH soft drinks sales

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