

## **Naturally Healthy Beverages in Austria**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Naturally Healthy Beverages in Austria  
Euromonitor International  
June 2022

List Of Contents And Tables

### **NATURALLY HEALTHY BEVERAGES IN AUSTRIA**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

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

#### **PROSPECTS AND OPPORTUNITIES**

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

Innovation imperative to compete within the market

#### **CATEGORY DATA**

Table 1 Sales of NH Beverages by Category: Value 2016-2021

Table 2 Sales of NH Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of NH Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of NH Beverages: % Value 2018-2021

Table 5 Distribution of NH Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of NH Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

### **HEALTH AND WELLNESS IN AUSTRIA**

#### **EXECUTIVE SUMMARY**

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### **MARKET DATA**

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 17 □Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 □Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 □Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 □Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 □Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 □Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 □Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Naturally Healthy Beverages in Austria

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-13
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com