

Organic Beverages in Austria

Market Direction | 2022-06-20 | 27 pages | Euromonitor

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Report description:

Organic beverages remains a comparably small category in Austria, as its selection is still limited and local consumers do not always understand the immediate benefits of organic products in relation to their health and wellbeing. The higher than average unit price is another negative factor, limiting its greater consumer reach. Nevertheless, manufacturers' advertisements, including both online marketing and printed articles, support the continuously evolving and growing level of education of lo...

Euromonitor International's Organic 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: Organic Hot Drinks, Organic 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 Organic 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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Producers continue to invest in expansion

High and rising prices during unstable economy lead to stagnating demand

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Positive performance predicted for organic beverages due to clean living trend

Higher margins likely to attract increasing number of players to organic beverages

Sustainability and Fairtrade to support organic hot drinks, but organic soft drinks will remain leading growth driver

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