

**Alcoholic Drinks in Austria**

Market Direction | 2022-07-07 | 74 pages | Euromonitor

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**Report description:**

Alcoholic drinks remained very much shaped by the COVID-19 pandemic in 2021 when horeca outlets remained closed for long periods and alcohol drinking occasions remained tied to consumer homes. Consumption in all major categories remained well below pre-pandemic levels due to the abnormally low on-trade volume sales. In fact, only spirits saw positive growth in on-trade volume sales due to a surge in impulse purchases when bars and nightclubs were finally allowed to reopen. Moreover, a general re...

Euromonitor International's Alcoholic Drinks in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

**Why buy this report?**

- \* Get a detailed picture of the Alcoholic Drinks 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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