

Wine in Austria

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

Overall wine sales remained at a low level in 2021 as horeca consumption remained curbed by early closing hours, temporary closures and home seclusion. However, in contrast to 2020, rising off-trade volumes was sufficient to compensate for the drop in on-trade consumption, enabling total wine volume sales to rise in 2021.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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Manufacturers exploit niches in wine to drive off-trade sales

Sparkling wine helped by abolition of special tax

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