

## **Energy Drinks in Austria**

Market Direction | 2022-12-07 | 29 pages | Euromonitor

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### **Report description:**

The growing demand for energy drinks is a seemingly opposing development to current health and wellness trends in Austria. Despite their questionable reputation among many consumers, they continued to grow in popularity in 2022, with growth in sales through off-trade channels, but especially through on-trade outlets. On-trade sales are mainly driven by bars and clubs where energy drinks are popularly mixed with alcohol, especially vodka, or simply consumed to maintain higher energy levels for an...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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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Euromonitor International  
December 2022

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