

RTD Coffee in Austria

Market Direction | 2022-12-07 | 28 pages | Euromonitor

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Report description:

RTD coffee recorded further strong growth in current retail value sales terms in 2022 while volume sales faced a decrease. This was the result of the significant increase in average unit prices that led consumers to decrease their purchases, with some consumers focusing on higher quality coffee products at a lower volume. In addition, off-trade sales were more limited due to more time spent away from home, making purchases during meals in cafeterias, at kiosks or even during events. As such on-t...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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RTD COFFEE IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong current retail value sales, as volume sales decline

Consumers purchase products based on flavour, convenience and brand

Emmi Austria retains its lead, offering a wide variety to consumers

PROSPECTS AND OPPORTUNITIES

Current players maintain their leads, with moderate growth across the forecast period

Demand for fortified/functional RTD coffee shapes innovation

Craft RTD coffee will continue to remain niche across the coming years

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