

Concentrates in Austria

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Report description:

With consumers spending less time at home, and experiencing busier, more hectic everyday lives again, the use of concentrates became less frequent in 2023, leading to a decline in off-trade volume sales. However, results were positive for the on-trade, with cocktails, special coffee, or mixed drinks mostly consumed away from home, contributing to rapid sales growth for on-trade channels. This was especially the case for bars and clubs, but also cafes and coffee shops, which experienced strong gr...

Euromonitor International's Concentrates 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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On-trade records growth as cocktails and mixed drinks are consumed out of the home

Premium options with natural and organic ingredients boost retail value

Mautner Markhof retains its lead, focused on ongoing product innovation

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Busier lifestyles lead some consumers to preference RTD products, limiting growth

Powder concentrates offer potential for growth as start-up players launch

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