

## **Other Hot Drinks in Austria**

Market Direction | 2024-01-08 | 20 pages | Euromonitor

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### **Report description:**

Other hot drinks recorded positive retail volume and value growth in Austria in 2023 despite growing health trends driving more consumers to lower their sugar intake. This was due to indulgence playing a growing role in consumers' everyday lives, a polarising trend to health and wellness. Chocolate-based hot drinks mainly benefit from consumers using such products as treats for their children or themselves. As a result, there is a strong emphasis on indulgence, which has been magnified by health...

Euromonitor International's Other Hot 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 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot 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 Other Hot 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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Chocolate-based flavoured powder drinks drive sales as niche products decline

Nestle and Mondelez lead, offering well-known brands to consumers

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