

RTD Coffee in Austria

Market Direction | 2024-01-09 | 26 pages | Euromonitor

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Report description:

RTD coffee volume sales benefited greatly from consumers spending more time away from home in 2023, increasing demand for on-the-go beverages. Even though RTD coffee is not considered to be a healthier alternative to sugary soft drinks, it enjoys a high level of popularity - especially during the summer months, with Austrian summers increasingly getting longer and hotter. RTD coffee options are increasingly viewed as a more affordable and convenient alternative to on-the-go coffee drinks from ca...

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 (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.

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.

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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Product launches focus on variety, flavour and non-dairy alternatives

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

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