

HW Hot Drinks in Austria

Market Direction | 2023-12-13 | 11 pages | Euromonitor

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Report description:

Coffee remains the most popular and most commonly consumed hot drink in Austria. On average, Austrian consumers drink around three cups of coffee per day and it should therefore come as little surprise that many local consumers aim to integrate their daily coffee drinking routines into their increasingly fervent attempts to improve health and wellbeing as well. As a result, many people, especially those from younger generations, are opting for decaffeinated coffee, wherever possible, in an effor...

Euromonitor International's HW Hot Drinks in Austria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- * Get a detailed picture of the HW 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.

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HW HOT DRINKS IN AUSTRIA

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Overview

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