

Alcoholic Drinks in Austria

Market Direction | 2024-06-25 | 72 pages | Euromonitor

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Report description:

Total volume sales of alcoholic drinks stagnated in Austria in 2023. The market continued to be characterised by the recovery of sales in the on-trade at the expense of the off-trade during the year - the first year in which the hospitality sector was completely spared any opening or access restrictions in connection with COVID-19. However, at the same time, off-trade volumes fell, partly as a result of the return to on-trade venues, but also because of the challenging economic scenario and mark...

Euromonitor International's Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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