

## **Beer in Austria**

Market Direction | 2024-06-25 | 30 pages | Euromonitor

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### **Report description:**

Total volume sales in beer saw slight growth in Austria in 2023. This was the result of good growth in the on-trade as consumption in inns and pubs continued to recover from the low point during the pandemic, while off-trade consumption, in turn, continued to cool down. However, sales were also affected by further unusually high price increases that have persisted since the start of the energy crisis in spring 2022, triggered by Russia's invasion of Ukraine. Significant cost increases in energy,...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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