

HW Hot Drinks in Austria

Market Direction | 2024-07-16 | 15 pages | Euromonitor

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Report description:

Austrian consumers are increasingly migrating towards health and wellness hot drinks as part of a wider shift towards healthier lifestyles. The outbreak of COVID-19 bolstered health awareness and increased focus on nutrition, motivating Austrians to review their lifestyle choices. As a result, many consumers in 2023 aimed to improve their long-term health through food and beverage choices, aiming to prevent or delay the onset of various diet-related medical problems.

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 2019-2023, 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 2028 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

KEY DATA FINDINGS

2023 DEVELOPMENTS

No caffeine drives retail value sales as Austrians aim to improve their wellbeing

Good source of antioxidants records solid growth as consumers seek functional benefits

Innovations focus on organic claims, aligning with health and sustainability demands

PROSPECTS AND OPPORTUNITIES

Functional and fortified options gather pace as consumers appreciate added value

Natural hot drinks benefit from negative media discussion surrounding ultra-processed food

Vegan coffee drives double-digit growth as plant-based diets boost opportunities for the product

CATEGORY DATA

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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