

HW Soft Drinks in Austria

Market Direction | 2024-07-16 | 14 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The soft drinks market in 2023 was significantly shaped by the rising health and wellness trend as consumers increasingly sought healthier options that support overall wellbeing. This led some consumers to migrate towards low or no-sugar offerings and soft drinks with natural and organic ingredients, reducing the appeal of products such as sugary carbonates and juices. The growing selection of healthier alternatives, including low-or no-sugar RTD teas and organic low/no-sugar concentrates, chall...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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 Soft 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Soft Drinks in Austria
Euromonitor International
July 2024

List Of Contents And Tables

HW SOFT DRINKS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness credentials increase across soft drinks as demand rises
Energy boosting drives retail value sales as busy consumers seek an uplift during the day
Innovations focus on fortified and functional options as brands look to add-value

PROSPECTS AND OPPORTUNITIES

Natural claims drive retail value growth as consumers avoid artificial ingredients
Double-digit growth for good source of antioxidants as consumer awareness rises
Kombucha gains ground as consumers seek natural products with functional benefits

CATEGORY DATA

- Table 1 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
- Table 2 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 4 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 5 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 6 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 7 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 8 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028
- Table 9 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

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

DISCLAIMER

HW Soft Drinks in Austria

Market Direction | 2024-07-16 | 14 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com