

Concentrates in Austria

Market Direction | 2024-11-14 | 30 pages | Euromonitor

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Report description:

Concentrates recorded lower retail volume and value growth in 2024, with sales mainly driven by the appeal of liquid formats in Austria. Powder concentrates tend to be more limited in availability and selection and they are less popular as they are perceived to be less flavourful and inconvenient to use. By comparison, liquid concentrates have the added benefit of being used in foods like yoghurt, on fruit, and ice cream etc. For many Austrians, concentrates are viewed as cheaper and more flexib...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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