

Hot Drinks in Austria

Market Direction | 2024-11-13 | 34 pages | Euromonitor

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Report description:

Hot drinks in Austria recorded solid volume growth in 2024, mainly driven by coffee sales, with fresh coffee beans and instant coffee performing well. Average unit prices rose at a more moderate level as the economy gradually started to improve. Indeed, with the rate of inflation falling and financial stability improving, consumers increased consumption of coffee and other hot drinks. As consumer confidence improved, there was a shift towards premium/high quality products and brands including fr...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, 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 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.

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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Instant coffee gains appeal due to convenience and versatility

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