

## **RTD Coffee in Austria**

Market Direction | 2024-11-14 | 28 pages | Euromonitor

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### **Report description:**

In the off-trade, RTD coffee volume sales remained stagnant in 2024. Consumers are drawn to the convenience offered by RTD formats which can be easily consumed on the go. However, the growing focus on health and wellness has prompted more consumers to opt for healthier alternatives to RTD coffee, that are lower in sugar or caffeine. Additionally, the strong price increases in recent years caused by higher inflation and cost, have deterred many consumers from purchasing RTD coffee, with many opti...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- \* Get a detailed picture of the RTD Coffee 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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