

Sports Drinks in Austria

Market Direction | 2024-11-14 | 27 pages | Euromonitor

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Report description:

Sports drinks recorded strong volume and current value growth through Austrian off-trade channels in 2024. Growing health consciousness and fitness trends paired with the wider availability of sports drinks through grocery stores contributed to volume growth. New flavour launches and media campaigns addressing everyday consumers, not just athletes, is raising awareness and driving interest in sports drinks. The category continues to build on the uplift caused by the pandemic, which raised health...

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

Product coverage: Reduced Sugar Sports Drinks, Regular 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 Sports 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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Table of Contents:

Sports Drinks in Austria
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List Of Contents And Tables

SPORTS DRINKS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Off-trade sales rise steadily reflecting keen interest in health and fitness

Competitive landscape is led by international brands

Reduced sugar sports drinks are limited in Austria

PROSPECTS AND OPPORTUNITIES

Good opportunities exist to boost consumption of sports drinks

Leading brands to dominate sales in the short term

Price sensitivity poses a future barrier to sales growth

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

SOFT DRINKS IN AUSTRIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Austria

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SOURCES

Summary 1 Research Sources

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