



HW Soft Drinks in Austria

July 2024

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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

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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