

HW Soft Drinks in Austria

December 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness the primary aspect considered when purchasing soft drinks

2022 sees natural in the lead in health and wellness soft drinks

High fibre soft drinks prove more popular

PROSPECTS AND OPPORTUNITIES

Growing awareness to underpin stronger focus on functional and natural soft drinks

Energy boosting the most promising category of health and wellness soft drinks

Good source of antioxidants a category to watch during the forecast period

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-austria/report.