

Spirits in Austria to 2014

<https://marketpublishers.com/r/S494A87702BEN.html>

Date: June 2010

Pages: 208

Price: US\$ 495.00 (Single User License)

ID: S494A87702BEN

Abstracts

Introduction

This databook provides key data and information on the spirits market in Austria. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

* Contains information on eight categories; whisk(e)y, gin & genever, liqueurs, vodka, tequila & mezcal, rum, specialty spirits and brandy

* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

* Category level company and brand share as well as distribution share information for 2008 and 2009

* Review of the top two companies within the spirits market, including company overview, key facts and business description

Highlights

The market for spirits in Austria increased at a compound annual growth rate of 1.9% between 2004 and 2009.

The liqueurs category led the spirits market in Austria, accounting for a share of 34.5%.

Leading players in Austrian spirits market include Diageo plc, Bacardi Limited and Schwarze & Schlichte Markenvertrieb GmbH & Co. KG.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the spirits market in Austria
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: spirits
Summary category level: brandy
Summary category level: liqueurs
Summary category level: rum
Summary category level: specialty spirits
Summary category level: gin & genever
Summary category level: whisk(e)y
Summary category level: tequila & mezcal
Summary category level: vodka

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 MARKET OVERVIEW

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILES

Diageo plc
Bacardi Limited

CHAPTER 5 CATEGORY ANALYSIS: BRANDY

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: LIQUEURS

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: RUM

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: SPECIALTY SPIRITS

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09

Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 CATEGORY ANALYSIS: GIN & GENEVER

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 CATEGORY ANALYSIS: WHISK(E)Y

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 11 CATEGORY ANALYSIS: TEQUILA & MEZCAL

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14

Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 12 CATEGORY ANALYSIS: VODKA

Value analysis (Euro), 2004-09
Value analysis (Euro), 2009-14
Value analysis (US dollars), 2004-09
Value analysis (US dollars), 2009-14
Volume analysis, 2004-09
Volume analysis, 2009-14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 13 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 14 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 15 MACROECONOMIC PROFILE

Macroeconomic Indicators

CHAPTER 16 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate

Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 17 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Spirits, Austria, value by category (€m), 2004-14
- Figure 2: Spirits, Austria, category growth comparison, by value, 2004-14
- Figure 3: Spirits, Austria, volume by category (liters, million), 2004-14
- Figure 4: Spirits, Austria, category growth comparison, by volume, 2004-14
- Figure 5: Spirits, Austria, company share by volume (%), 2008-09
- Figure 6: Spirits, Austria, distribution channels by volume (%), 2008-09
- Figure 7: Brandy, Austria, value by segment (€m), 2004-14
- Figure 8: Brandy, Austria, category growth comparison, by value, 2004-14
- Figure 9: Brandy, Austria, volume by segment (liters, million), 2004-14
- Figure 10: Brandy, Austria, category growth comparison, by volume, 2004-14
- Figure 11: Brandy, Austria, company share by volume (%), 2008-09
- Figure 12: Brandy, Austria, distribution channels by volume (%), 2008-09
- Figure 13: Liqueurs, Austria, value by segment (€m), 2004-14
- Figure 14: Liqueurs, Austria, category growth comparison, by value, 2004-14
- Figure 15: Liqueurs, Austria, volume by segment (liters, million), 2004-14
- Figure 16: Liqueurs, Austria, category growth comparison, by volume, 2004-14
- Figure 17: Liqueurs, Austria, company share by volume (%), 2008-09
- Figure 18: Liqueurs, Austria, distribution channels by volume (%), 2008-09
- Figure 19: Rum, Austria, value by segment (€m), 2004-14
- Figure 20: Rum, Austria, category growth comparison, by value, 2004-14
- Figure 21: Rum, Austria, volume by segment (liters, million), 2004-14
- Figure 22: Rum, Austria, category growth comparison, by volume, 2004-14
- Figure 23: Rum, Austria, company share by volume (%), 2008-09
- Figure 24: Rum, Austria, distribution channels by volume (%), 2008-09
- Figure 25: Specialty spirits, Austria, value by segment (€m), 2004-14
- Figure 26: Specialty spirits, Austria, volume by segment (liters, million), 2004-14
- Figure 27: Specialty spirits, Austria, company share by volume (%), 2008-09
- Figure 28: Specialty spirits, Austria, distribution channels by volume (%), 2008-09
- Figure 29: Gin & genever, Austria, value (€m), 2004-14
- Figure 30: Gin & genever, Austria, volume (liters, million), 2004-14
- Figure 31: Gin & genever, Austria, company share by volume (%), 2008-09
- Figure 32: Gin & genever, Austria, distribution channels by volume (%), 2008-09
- Figure 33: Whisk(e)y, Austria, value by segment (€m), 2004-14
- Figure 34: Whisk(e)y, Austria, category growth comparison, by value, 2004-14
- Figure 35: Whisk(e)y, Austria, volume by segment (liters, million), 2004-14

- Figure 36: Whisk(e)y, Austria, category growth comparison, by volume, 2004-14
- Figure 37: Whisk(e)y, Austria, company share by volume (%), 2008-09
- Figure 38: Whisk(e)y, Austria, distribution channels by volume (%), 2008-09
- Figure 39: Tequila & mezcal, Austria, value (€m), 2004-14
- Figure 40: Tequila & mezcal, Austria, volume (liters, million), 2004-14
- Figure 41: Tequila & mezcal, Austria, company share by volume (%), 2008-09
- Figure 42: Tequila & mezcal, Austria, distribution channels by volume (%), 2008-09
- Figure 43: Vodka, Austria, value by segment (€m), 2004-14
- Figure 44: Vodka, Austria, category growth comparison, by value, 2004-14
- Figure 45: Vodka, Austria, volume by segment (liters, million), 2004-14
- Figure 46: Vodka, Austria, category growth comparison, by volume, 2004-14
- Figure 47: Vodka, Austria, company share by volume (%), 2008-09
- Figure 48: Vodka, Austria, distribution channels by volume (%), 2008-09
- Figure 49: Global spirits market split (value terms, 2009), top five countries
- Figure 50: Global spirits market value, 2004–09, top five countries
- Figure 51: Global spirits market split (volume terms, 2009), top five countries
- Figure 52: Global spirits market volume, 2004–09, top five countries
- Figure 53: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Spirits category definitions
- Table 2: Spirits distribution channels
- Table 3: Spirits, Austria, value by category (€m), 2004-09
- Table 4: Spirits, Austria, value forecast by category (€m), 2009-14
- Table 5: Spirits, Austria, value by category (\$m), 2004-09
- Table 6: Spirits, Austria, value forecast by category (\$m), 2009-14
- Table 7: Spirits, Austria, volume by category (liters, million), 2004-09
- Table 8: Spirits, Austria, volume forecast by category (liters, million), 2009-14
- Table 9: Spirits, Austria, brand share by volume (%), 2008-09
- Table 10: Spirits, Austria, volume by brand (liters, million), 2008-09
- Table 11: Spirits, Austria, company share by volume (%), 2008-09
- Table 12: Spirits, Austria, volume by company (liters, million), 2008-09
- Table 13: Spirits, Austria, distribution channels by volume (%), 2008-09
- Table 14: Spirits, Austria, volume by distribution channel (liters, million), 2008-09
- Table 15: Spirits, Austria, expenditure per capita (€), 2004-09
- Table 16: Spirits, Austria, forecast expenditure per capita (€), 2009-14
- Table 17: Spirits, Austria, expenditure per capita (\$), 2004-09
- Table 18: Spirits, Austria, forecast expenditure per capita (\$), 2009-14
- Table 19: Spirits, Austria, consumption per capita (liters), 2004-09
- Table 20: Spirits, Austria, forecast consumption per capita (liters), 2009-14
- Table 21: Diageo plc key facts
- Table 22: Bacardi Limited key facts
- Table 23: Brandy, Austria, value by segment (€m), 2004-09
- Table 24: Brandy, Austria, value forecast by segment (€m), 2009-14
- Table 25: Brandy, Austria, value by segment (\$m), 2004-09
- Table 26: Brandy, Austria, value forecast by segment (\$m), 2009-14
- Table 27: Brandy, Austria, volume by segment (liters, million), 2004-09
- Table 28: Brandy, Austria, volume forecast by segment (liters, million), 2009-14
- Table 29: Brandy, Austria, brand share by volume (%), 2008-09
- Table 30: Brandy, Austria, volume by brand (liters, million), 2008-09
- Table 31: Brandy, Austria, company share by volume (%), 2008-09
- Table 32: Brandy, Austria, volume by company (liters, million), 2008-09
- Table 33: Brandy, Austria, distribution channels by volume (%), 2008-09
- Table 34: Brandy, Austria, volume by distribution channel (liters, million), 2008-09
- Table 35: Brandy, Austria, expenditure per capita (€), 2004-09

- Table 36: Brandy, Austria, forecast expenditure per capita (€), 2009-14
- Table 37: Brandy, Austria, expenditure per capita (\$), 2004-09
- Table 38: Brandy, Austria, forecast expenditure per capita (\$), 2009-14
- Table 39: Brandy, Austria, consumption per capita (liters), 2004-09
- Table 40: Brandy, Austria, forecast consumption per capita (liters), 2009-14
- Table 41: Liqueurs, Austria, value by segment (€m), 2004-09
- Table 42: Liqueurs, Austria, value forecast by segment (€m), 2009-14
- Table 43: Liqueurs, Austria, value by segment (\$m), 2004-09
- Table 44: Liqueurs, Austria, value forecast by segment (\$m), 2009-14
- Table 45: Liqueurs, Austria, volume by segment (liters, million), 2004-09
- Table 46: Liqueurs, Austria, volume forecast by segment (liters, million), 2009-14
- Table 47: Liqueurs, Austria, brand share by volume (%), 2008-09
- Table 48: Liqueurs, Austria, volume by brand (liters, million), 2008-09
- Table 49: Liqueurs, Austria, company share by volume (%), 2008-09
- Table 50: Liqueurs, Austria, volume by company (liters, million), 2008-09
- Table 51: Liqueurs, Austria, distribution channels by volume (%), 2008-09
- Table 52: Liqueurs, Austria, volume by distribution channel (liters, million), 2008-09
- Table 53: Liqueurs, Austria, expenditure per capita (€), 2004-09
- Table 54: Liqueurs, Austria, forecast expenditure per capita (€), 2009-14
- Table 55: Liqueurs, Austria, expenditure per capita (\$), 2004-09
- Table 56: Liqueurs, Austria, forecast expenditure per capita (\$), 2009-14
- Table 57: Liqueurs, Austria, consumption per capita (liters), 2004-09
- Table 58: Liqueurs, Austria, forecast consumption per capita (liters), 2009-14
- Table 59: Rum, Austria, value by segment (€m), 2004-09
- Table 60: Rum, Austria, value forecast by segment (€m), 2009-14
- Table 61: Rum, Austria, value by segment (\$m), 2004-09
- Table 62: Rum, Austria, value forecast by segment (\$m), 2009-14
- Table 63: Rum, Austria, volume by segment (liters, million), 2004-09
- Table 64: Rum, Austria, volume forecast by segment (liters, million), 2009-14
- Table 65: Rum, Austria, brand share by volume (%), 2008-09
- Table 66: Rum, Austria, volume by brand (liters, million), 2008-09
- Table 67: Rum, Austria, company share by volume (%), 2008-09
- Table 68: Rum, Austria, volume by company (liters, million), 2008-09
- Table 69: Rum, Austria, distribution channels by volume (%), 2008-09
- Table 70: Rum, Austria, volume by distribution channel (liters, million), 2008-09
- Table 71: Rum, Austria, expenditure per capita (€), 2004-09
- Table 72: Rum, Austria, forecast expenditure per capita (€), 2009-14
- Table 73: Rum, Austria, expenditure per capita (\$), 2004-09
- Table 74: Rum, Austria, forecast expenditure per capita (\$), 2009-14

- Table 75: Rum, Austria, consumption per capita (liters), 2004-09
- Table 76: Rum, Austria, forecast consumption per capita (liters), 2009-14
- Table 77: Specialty spirits, Austria, value by segment (€m), 2004-09
- Table 78: Specialty spirits, Austria, value forecast by segment (€m), 2009-14
- Table 79: Specialty spirits, Austria, value by segment (\$m), 2004-09
- Table 80: Specialty spirits, Austria, value forecast by segment (\$m), 2009-14
- Table 81: Specialty spirits, Austria, volume by segment (liters, million), 2004-09
- Table 82: Specialty spirits, Austria, volume forecast by segment (liters, million), 2009-14
- Table 83: Specialty spirits, Austria, brand share by volume (%), 2008-09
- Table 84: Specialty spirits, Austria, volume by brand (liters, million), 2008-09
- Table 85: Specialty spirits, Austria, company share by volume (%), 2008-09
- Table 86: Specialty spirits, Austria, volume by company (liters, million), 2008-09
- Table 87: Specialty spirits, Austria, distribution channels by volume (%), 2008-09
- Table 88: Specialty spirits, Austria, volume by distribution channel (liters, million), 2008-09
- Table 89: Specialty spirits, Austria, expenditure per capita (€), 2004-09
- Table 90: Specialty spirits, Austria, forecast expenditure per capita (€), 2009-14
- Table 91: Specialty spirits, Austria, expenditure per capita (\$), 2004-09
- Table 92: Specialty spirits, Austria, forecast expenditure per capita (\$), 2009-14
- Table 93: Specialty spirits, Austria, consumption per capita (liters), 2004-09
- Table 94: Specialty spirits, Austria, forecast consumption per capita (liters), 2009-14
- Table 95: Gin & genever, Austria, value (€m), 2004-09
- Table 96: Gin & genever, Austria, value forecast (€m), 2009-14
- Table 97: Gin & genever, Austria, value (\$m), 2004-09
- Table 98: Gin & genever, Austria, value forecast (\$m), 2009-14
- Table 99: Gin & genever, Austria, volume (liters, million), 2004-09
- Table 100: Gin & genever, Austria, volume forecast (liters, million), 2009-14
- Table 101: Gin & genever, Austria, brand share by volume (%), 2008-09
- Table 102: Gin & genever, Austria, volume by brand (liters, million), 2008-09
- Table 103: Gin & genever, Austria, company share by volume (%), 2008-09
- Table 104: Gin & genever, Austria, volume by company (liters, million), 2008-09
- Table 105: Gin & genever, Austria, distribution channels by volume (%), 2008-09
- Table 106: Gin & genever, Austria, volume by distribution channel (liters, million), 2008-09
- Table 107: Gin & genever, Austria, expenditure per capita (€), 2004-09
- Table 108: Gin & genever, Austria, forecast expenditure per capita (€), 2009-14
- Table 109: Gin & genever, Austria, expenditure per capita (\$), 2004-09
- Table 110: Gin & genever, Austria, forecast expenditure per capita (\$), 2009-14
- Table 111: Gin & genever, Austria, consumption per capita (liters), 2004-09

Table 112: Gin & genever, Austria, forecast consumption per capita (liters), 2009-14

Table 113: Whisk(e)y, Austria, value by segment (€m), 2004-09

Table 114: Whisk(e)y, Austria, value forecast by segment (€m), 2009-14

Table 115: Whisk(e)y, Austria, value by segment (\$m), 2004-09

Table 116: Whisk(e)y, Austria, value forecast by segment (\$m), 2009-14

Table 117: Whisk(e)y, Austria, volume by segment (liters, million), 2004-09

Table 118: Whisk(e)y, Austria, volume forecast by segment (liters, million), 2009-14

Table 119: Whisk(e)y, Austria, brand share by volume (%), 2008-09

Table 120: Whisk(e)y, Austria, volume by brand (liters, million), 2008-09

Table 121: Whisk(e)y, Austria, company share by volume (%), 2008-09

Table 122: Whisk(e)y, Austria, volume by company (liters, million), 2008-09

Table 123: Whisk(e)y, Austria, distribution channels by volume (%), 2008-09

Table 124: Whisk(e)y, Austria, volume by distribution channel (liters, million), 2008-09

Table 125: Whisk(e)y, Austria, expenditure per capita (€), 2004-09

Table 126: Whisk(e)y, Austria, forecast expenditure per capita (€), 2009-14

Table 127: Whisk(e)y, Austria, expenditure per capita (\$), 2004-09

Table 128: Whisk(e)y, Austria, forecast expenditure per capita (\$), 2009-14

Table 129: Whisk(e)y, Austria, consumption per capita (liters), 2004-09

Table 130: Whisk(e)y, Austria, forecast consumption per capita (liters), 2009-14

Table 131: Tequila & mezcal, Austria, value (€m), 2004-09

Table 132: Tequila & mezcal, Austria, value forecast (€m), 2009-14

Table 133: Tequila & mezcal, Austria, value (\$m), 2004-09

Table 134: Tequila & mezcal, Austria, value forecast (\$m), 2009-14

Table 135: Tequila & mezcal, Austria, volume (liters, million), 2004-09

Table 136: Tequila & mezcal, Austria, volume forecast (liters, million), 2009-14

Table 137: Tequila & mezcal, Austria, brand share by volume (%), 2008-09

Table 138: Tequila & mezcal, Austria, volume by brand (liters, million), 2008-09

Table 139: Tequila & mezcal, Austria, company share by volume (%), 2008-09

Table 140: Tequila & mezcal, Austria, volume by company (liters, million), 2008-09

Table 141: Tequila & mezcal, Austria, distribution channels by volume (%), 2008-09

Table 142: Tequila & mezcal, Austria, volume by distribution channel (liters, million), 2008-09

Table 143: Tequila & mezcal, Austria, expenditure per capita (€), 2004-09

Table 144: Tequila & mezcal, Austria, forecast expenditure per capita (€), 2009-14

Table 145: Tequila & mezcal, Austria, expenditure per capita (\$), 2004-09

Table 146: Tequila & mezcal, Austria, forecast expenditure per capita (\$), 2009-14

Table 147: Tequila & mezcal, Austria, consumption per capita (liters), 2004-09

Table 148: Tequila & mezcal, Austria, forecast consumption per capita (liters), 2009-14

Table 149: Vodka, Austria, value by segment (€m), 2004-09

- Table 150: Vodka, Austria, value forecast by segment (€m), 2009-14
- Table 151: Vodka, Austria, value by segment (\$m), 2004-09
- Table 152: Vodka, Austria, value forecast by segment (\$m), 2009-14
- Table 153: Vodka, Austria, volume by segment (liters, million), 2004-09
- Table 154: Vodka, Austria, volume forecast by segment (liters, million), 2009-14
- Table 155: Vodka, Austria, brand share by volume (%), 2008-09
- Table 156: Vodka, Austria, volume by brand (liters, million), 2008-09
- Table 157: Vodka, Austria, company share by volume (%), 2008-09
- Table 158: Vodka, Austria, volume by company (liters, million), 2008-09
- Table 159: Vodka, Austria, distribution channels by volume (%), 2008-09
- Table 160: Vodka, Austria, volume by distribution channel (liters, million), 2008-09
- Table 161: Vodka, Austria, expenditure per capita (€), 2004-09
- Table 162: Vodka, Austria, forecast expenditure per capita (€), 2009-14
- Table 163: Vodka, Austria, expenditure per capita (\$), 2004-09
- Table 164: Vodka, Austria, forecast expenditure per capita (\$), 2009-14
- Table 165: Vodka, Austria, consumption per capita (liters), 2004-09
- Table 166: Vodka, Austria, forecast consumption per capita (liters), 2009-14
- Table 167: Global spirits market value, 2009
- Table 168: Global spirits market split (value terms (\$m), 2009), top five countries
- Table 169: Global spirits market volume, 2009
- Table 170: Global spirits market split (volume terms, 2009), top five countries
- Table 171: Leading players, top five countries
- Table 172: Austria spirits new product launches reports, by company, 2009
- Table 173: Austria spirits new product launches SKUs, by company, 2009
- Table 174: Austria spirits new product launches (reports), by flavor and fragrances, 2009
- Table 175: Austria spirits new product launches (reports), by ingredients, 2009
- Table 176: Austria spirits new product launches (reports), by package tags or claims, 2009
- Table 177: Austria spirits new product launches - recent five launches (2009)
- Table 178: Austria population, by age group, 2004-09 (millions)
- Table 179: Austria population forecast, by age group, 2009-14 (millions)
- Table 180: Austria population, by gender, 2004-09 (millions)
- Table 181: Austria population forecast, by gender, 2009-14 (millions)
- Table 182: Austria nominal GDP, 2004-09 (€bn, nominal prices)
- Table 183: Austria nominal GDP forecast, 2009-14 (€bn, nominal prices)
- Table 184: Austria real GDP, 2004-09 (€bn, 2000 prices)
- Table 185: Austria real GDP forecast, 2009-14 (€bn, 2000 prices)
- Table 186: Austria real GDP, 2004-09 (\$bn, 2000 prices)

Table 187: Austria real GDP forecast, 2009-14 (\$bn, 2000 prices)

Table 188: Austria consumer price index, 2004-09 (2000=100)

Table 189: Austria consumer price index, 2009-14 (2000=100)

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