

Alcoholic Drinks in Austria

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Abstracts

In 2022, alcoholic drinks witnessed a strong recovery in on-trade sales, which came at the expense of off-trade sales. As COVID-19 became manageable and public life normalised, consumers resumed their going out habits, resulting in a significant growth in on-trade volume sales. Overall, volume sales in alcoholic drinks nearly reached the level of the pre-pandemic year 2019, with categories like cider/perry and RTDs even slightly surpassing it.

Euromonitor International's Alcoholic 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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.

Contents

ALCOHOLIC DRINKS IN AUSTRIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Revival of the foodservice industry drives growth in beer sales

Impact of high inflation on consumer beer preferences

Emphasis on low-alcohol options in new beer product launches

PROSPECTS AND OPPORTUNITIES

Growing scepticism towards alcohol expected to impact beer sales

Non alcoholic beer shows significant growth potential

Decreasing focus on competitive landscape anticipated

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 Sales of Beer by Craft vs Standard 2017-2022

Table 28 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine players adapt to changing consumption patterns

Sparkling wine captures a growing audience

New wine products tap into growth opportunities

PROSPECTS AND OPPORTUNITIES

Wine consumption expected to decline

Non alcoholic wine: limited growth potential

Vermouth: struggling to achieve a breakthrough

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 60 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 61 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 62 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shift towards home consumption remains prominent in spirits in 2022

Gin, dark rum, and whisky showcase resilient growth amid market fluctuations

Non alcoholic spirits struggle to achieve mass appeal

PROSPECTS AND OPPORTUNITIES

Out-of-home consumption to face challenges

Price development as a key consideration

Cautious outlook for non alcoholic spirits growth

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2017-2022

Table 64 Sales of Spirits by Category: Total Value 2017-2022

Table 65 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 66 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 72 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 73 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 74 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 75 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 76 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 77 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 78 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 79 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 80 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 81 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 82 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 83 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Upward trend in cider/perry bolstered by foodservice recovery

Traditional most variety does not contribute to category growth

Stibitzer maintains leading volume share amidst fluctuations

PROSPECTS AND OPPORTUNITIES

Plenty of untapped potential, especially for conventional cider

Limited growth opportunities for traditional most

Market concentration expected to increase

CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2017-2022

Table 85 Sales of Cider/Perry: Total Value 2017-2022

Table 86 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 87 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 93 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 94 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 95 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 96 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 97 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 98 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs continue to benefit from renewed interest

A plethora of new products garner strong consumer attention

Slowly developing interest in non alcoholic RTDs

PROSPECTS AND OPPORTUNITIES

Positive growth expected for RTDs

RTDs depend on consumer mood and unit prices

Challenges faced by hard seltzer

CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2017-2022

Table 100 Sales of RTDs by Category: Total Value 2017-2022

Table 101 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 102 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 107 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 108 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 109 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 110 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 111 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 112 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 113 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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