

# 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.

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