

Beer in Austria

<https://marketpublishers.com/r/B6C54087006EN.html>

Date: June 2023

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: B6C54087006EN

Abstracts

Just like alcoholic drinks as a whole, beer was characterised by a strong recovery of on-trade sales at the cost of off-trade sales in 2022, when COVID-19 finally became a manageable problem and public life and the going out habits of consumers largely normalised. Thanks to the massive growth in on-trade sales, overall volume sales in beer saw significant growth in 2022 and were only just below the level of the pre-pandemic year of 2019.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

Get a detailed picture of the Beer 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

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 1 Lager by Price Band 2022

Table 1 Number of Breweries 2017-2022

CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2017-2022

Table 3 Sales of Beer by Category: Total Value 2017-2022

Table 4 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 Sales of Beer by Craft vs Standard 2017-2022

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

Table 12 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 LBN Brand Shares of Beer: % Total Volume 2019-2022

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

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

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

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

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 18 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 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 19 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

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

Table 29 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

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

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

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

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

DISCLAIMER

SOURCES

Summary 3 Research Sources

I would like to order

Product name: Beer in Austria

Product link: <https://marketpublishers.com/r/B6C54087006EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B6C54087006EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970