

Cider/perry - Austria

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Abstracts

Cider/perry remains a relatively small category in Austria, with little consumer interest and manufacturer innovation, as most consumers have a preference for beer.

Euromonitor International's Cider/Perry 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 (2006-2010), 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 2015 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Cider/Perry 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 30 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 and

Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Cider/perry in Austria

Euromonitor International

March 2011

List of Contents and Tables

Executive Summary

Alcoholic Drinks Volume Sales Increase in 2010

People Turn To Cheaper Products in Times of Economic Crisis

Brau-union Österreich AG Remains Clear Leader

Off-trade Sales Increase

Market Expected To Stabilise Over Forecast Period

Key Trends and Developments

Traditional Categories Defy Economic Crisis

Private Label Products Gain Share

Gastronomy Crisis Fuels Off-trade Growth

Key New Product Launches

Summary 1 Key New Product Developments 2009-2010

Specialist Retailer

Summary 2 Leading Specialist Retailers 2009

Market Merger and Acquisition Activity

Market Background

Legislation

Table 1 Number of On-trade Establishments by Type 2005-2009

Taxation and Duty Levies

Table 2 Taxation and Duty Levies on Alcoholic Drinks 2010

Table 3 Typical Wholesaler and Retailer Off-trade Mark-ups by Selected Sectors 2010

Table 4 Selling Margin of a Typical Beer Brand 2010

Table 5 Selling Margin of a Typical Wine Brand 2010

Table 6 Selling Margin of a Typical Spirits Brand 2010

Operating Environment

Contraband/parallel Trade

Duty-free

Cross-border/private Imports

Market Indicators

Table 7 Retail Consumer Expenditure on Alcoholic Drinks 2005-2010

Market Data

Table 8 Sales of Alcoholic Drinks by Category: Total Volume 2005-2010

Table 9 Sales of Alcoholic Drinks by Category: Total Value 2005-2010

Table 10 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2005-2010

Table 11 Sales of Alcoholic Drinks by Category: % Total Value Growth 2005-2010

Table 12 Sales of Alcoholic Drinks by Category by On-trade vs Off-trade Split: Volume 2010

Table 13 Sales of Alcoholic Drinks by Category by On-trade vs Off-trade Split: Value 2010

Table 14 Sales of Alcoholic Drinks by Category by On-trade vs Off-trade Split: % Volume 2010

Table 15 Sales of Alcoholic Drinks by Category by On-trade vs Off-trade Split: % Value 2010

Table 16 Company Shares of Alcoholic Drinks by Global Brand Owner 2006-2010

Table 17 Off-trade Sales of Alcoholic Drinks by Distribution Format: % Value Analysis 2005-2010

Table 18 Off-trade Sales of Alcoholic Drinks by Category and Distribution Format: % Volume Analysis 2010

Table 19 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2010-2015

Table 20 Forecast Sales of Alcoholic Drinks by Category: Total Value 2010-2015

Table 21 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2010-2015

Table 22 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2010-2015

Definitions

Published Data Comparisons

Summary 3 Research Sources

Brau-union Österreich AG

Strategic Direction

Key Facts

Summary 4 Brau-Union Österreich AG: Key Facts

Summary 5 Brau-Union Österreich AG: Operational Indicators

Company Background

Production

Summary 6 Brau-Union Österreich AG: Production Statistics 2010

Competitive Positioning

Summary 7 Brau-Union Österreich AG: Competitive Position 2010

Ottakringer Brauerei AG

Strategic Direction

Key Facts

Summary 8 Ottakringer Brauerei AG: Key Facts

Summary 9 Ottakringer Brauerei AG: Operational Indicators

Company Background

Production

Summary 10 Ottakringer Brauerei AG: Production Statistics 2010

Competitive Positioning

Summary 11 Ottakringer Brauerei AG: Competitive Position 2010

Spitz Gesmbh, S

Strategic Direction

Key Facts

Summary 12 S. Spitz GesmbH: Key Facts

Summary 13 S. Spitz GesmbH: Operational Indicators

Company Background

Production

Summary 14 S. Spitz GesmbH: Production Statistics 2010

Competitive Positioning

Summary 15 S. Spitz GesmbH: Competitive Position 2010

Stieglbrauerei Salzburg

Strategic Direction

Key Facts

Summary 16 Stieglbrauerei zu Salzburg GmbH: Key Facts

Summary 17 Stieglbrauerei zu Salzburg GmbH: Operational Indicators

Company Background

Production

Summary 18 Stieglbrauerei zu Salzburg GmbH: Production Statistics 2010

Competitive Positioning

Summary 19 Stieglbrauerei zu Salzburg GmbH: Competitive Position 2010

Wein & Co Handelsges Mbh

Strategic Direction

Key Facts

Summary 20 Wein & Co Handelsges.m.b.H: Key Facts

Summary 21 Wein & Co Handelsges.m.b.H: Operational Indicators

Company Background

Private Label

Competitive Positioning

Summary 22 Wein & Co Handelsges.m.b.H: Competitive Position 2009

Headlines

Trends

Production, Imports and Exports

Competitive Landscape

Prospects

Category Data

Table 23 Sales of Cider/Perry: Total Volume 2008-2009

Table 24 Sales of Cider/Perry: Total Value 2008-2009

Table 25 Sales of Cider/Perry: % Total Volume Growth 2008-2009

Table 26 Sales of Cider/Perry: % Total Value Growth 2008-2009

Table 27 On-trade vs Off-trade Sales of Cider/Perry: Volume 2008-2010

Table 28 On-trade vs Off-trade Sales of Cider/Perry: Value 2008-2010

Table 29 On-trade vs Off-trade Sales of Cider/Perry: % Volume Growth 2008-2010

Table 30 On-trade vs Off-trade Sales of Cider/Perry: % Value Growth 2008-2010

Table 31 Cider/Perry Production, Imports and Exports: Total Volume 2004-2009

Table 32 Cider/Perry Exports by Country of Destination: Total Volume 2004-2009

Table 33 Cider/Perry Exports by Country of Destination: Total Value 2004-2009

Table 34 Cider/Perry Imports by Country of Origin: Total Volume 2004-2009

Table 35 Cider/Perry Imports by Country of Origin: Total Value 2004-2009

Table 36 Company Shares of Cider/Perry by National Brand Owner 2006-2010

Table 37 Company Shares of Cider/Perry by Global Brand Owner 2006-2010

Table 38 Brand Shares of Cider/Perry 2007-2010

Table 39 Forecast Sales of Cider/Perry: Total Volume 2010-2015

Table 40 Forecast Sales of Cider/Perry: Total Value 2010-2015

Table 41 Forecast Sales of Cider/Perry: % Total Volume Growth 2010-2015

Table 42 Forecast Sales of Cider/Perry: % Total Value Growth 2010-2015

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