

Fortified/Functional Beverages in Austria

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Abstracts

In addition to regular health and wellness trends that were evolving over the review period, the emergence of COVID-19 increased consumers' desire to be more proactive with regards to their own health. Many started to follow more active lifestyles wherever possible, including during lockdowns, by participating in more outdoor activities or following home-based fitness regimes in addition to maintaining a healthier, more balanced diet. Beverages to support immune systems, overall health or more a...

Euromonitor International's Fortified/Functional Beverages in Austria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages 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

FORTIFIED/FUNCTIONAL BEVERAGES IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Fortified/functional beverages continues to benefit from rising health awareness

FF energy drinks remains dominant offer

Additional vitamins and the search for immune-boosting solutions benefit FF fruit/vegetable juice

PROSPECTS AND OPPORTUNITIES

Stable demand for fortified/functional beverages, while niche of FF RTD coffee to record further dynamism

Higher price points likely to encourage players to further invest in expanding portfolios

Certain FF categories to benefit from greater out-of-home consumption occasions

CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional RTD Tea: % Value 2016-2021

Table 8 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 9 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 10 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 11 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 12 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 13 Sales of Health and Wellness by Type: Value 2016-2021

Table 14 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 15 Sales of Health and Wellness by Category: Value 2016-2021

Table 16 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 19 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 20 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 21 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 22 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 23 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 24 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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