

HW Hot Drinks in Austria

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Abstracts

Coffee remains the most popular and most commonly consumed hot drink in Austria. On average, Austrian consumers drink around three cups of coffee per day and it should therefore come as little surprise that many local consumers aim to integrate their daily coffee drinking routines into their increasingly fervent attempts to improve health and wellbeing as well. As a result, many people, especially those from younger generations, are opting for decaffeinated coffee, wherever possible, in an effort...

Euromonitor International's HW Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

Get a detailed picture of the HW Hot 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

HW Hot Drinks in Austria
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January 2024

LIST OF CONTENTS AND TABLES

HW HOT DRINKS IN AUSTRIA
KEY DATA FINDINGS

2022 DEVELOPMENTS

Low caffeine and organic form key planks of the drive towards healthier lifestyles
Natural hot drinks lead the way in health and wellness hot drinks in 2022
Good source of vitamins see positive growth within health and wellness hot drinks in 2022

PROSPECTS AND OPPORTUNITIES

Range of healthier alternatives and superfoods to expand in response to rising interest
Plant-based to emerge as the most promising health and wellness hot drinks category
Good source of antioxidants set to record growth over forecast period

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022
Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022
Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027
Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN AUSTRIA
EXECUTIVE SUMMARY

Overview
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