

Organic Beverages in Austria

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Abstracts

Organic beverages remains a comparably small category in Austria, as its selection is still limited and local consumers do not always understand the immediate benefits of organic products in relation to their health and wellbeing. The higher than average unit price is another negative factor, limiting its greater consumer reach. Nevertheless, manufacturers' advertisements, including both online marketing and printed articles, support the continuously evolving and growing level of education of lo...

Euromonitor International's Organic 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: Organic Hot Drinks, Organic 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 Organic 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

ORGANIC BEVERAGES IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Organic beverages remains small due to limited offer and lack of consumer awareness

Producers continue to invest in expansion

High and rising prices during unstable economy lead to stagnating demand

PROSPECTS AND OPPORTUNITIES

Positive performance predicted for organic beverages due to clean living trend

Higher margins likely to attract increasing number of players to organic beverages

Sustainability and Fairtrade to support organic hot drinks, but organic soft drinks will remain leading growth driver

CATEGORY DATA

Table 1 Sales of Organic Beverages by Category: Value 2016-2021

Table 2 Sales of Organic Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Organic Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of Organic Beverages: % Value 2018-2021

Table 5 Distribution of Organic Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of Organic Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of Organic 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 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 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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