

Austria Beer Market Insights Report 2015

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SUMMARY

Beer market remained stable during 2014; on-premise continues its downward trend, hit by poor weather in the summer. High winter temperatures during ski season also had adverse effect on on-premise volume. Alcohol free beer continued to gain volume and craft beer saw growth with more discerning. The Craft beer trend has lead leading brewers to open special brew houses to appeal to more discerning consumers.

KEY FINDINGS

- Imports rose to due to increases from Germany and Netherlands
- Premium and Superpremium at expense of discount and mainstream brands
- Low/no alcoholic beers continued to see strong growth

SYNOPSIS

Canadean's Austria Beer Market Insights 2015 Report provides a complete overview of the Austria beer industry structure offering a comprehensive insight into historical background trends, 2014 performance and 2015 outlook. Covering total market (on and off-premise) the report details:

- 2010-2014 actual detailed beer consumption volume data by segment, brand, brewer, packaging and distribution (on-/off-premise), with 2015 forecasts
- Top line production, import, export and consumption volume from 2004-2014 with forecasts for 2015
- Value by distribution channel 2010-2014, with 2015 forecasts
- 2013-2015 selected on-/ off-premise retail prices
- Details of key beer new product launches in 2014 by company
- Overview of the competitive landscape in the beer market, with analysis of key company performance
- Insightful and valuable analysis of the drivers behind both current and emerging trends in the beer market
- Data is also available in excel format

REASONS TO BUY

- Gain an in-depth understanding of the dynamics and structure of the Austria beer industry, from the latest competitive intelligence of both historical and forecast trends to enhance your corporate strategic planning
- Evaluate the current emerging trends and future growth opportunities in the Austria beer market to support your brand development and marketing initiatives
- Understand volume vs value trends and identify the key growth opportunities across the super-premium, premium, mainstream and discount segments to best target profitability
- Analyse domestic and imported beer brand performance and determine the key trends driving

consumption preference to develop a competitive advantage

- Interrogate the unique granularity of our data to analyse the market on a variety of levels to make well-informed decisions on future threats and growth prospects in the marketplace for your company
- Use our new powerpoint add-on to quickly absorb a succinct summary of the key trends in the Austria beer market
- View a selection of the key 2014 product launches and identify competitor activity and product innovation and differentiation prospects

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COMPANIES MENTIONED

Brau Union AG

Stieglbrauerei
Ottakringer

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