

# Austria: Whisky Market and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the whisky market in Austria and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the whisky market in Austria, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the whisky market in Austria includes:

Analysis and forecast for the economy of Austria;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the whisky market in Austria, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF WHISKY**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF AUSTRIA**

- 5.1. Characteristics of the economy of Austria in the last 5 years
- 5.2. Forecast for the development of the economy of Austria for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE WHISKY MARKET IN AUSTRIA**

- 6.1. Volume, value and dynamics of the whisky market in Austria in the last 5 years
- 6.2. Structure of the whisky market in Austria in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the whisky market in Austria by origin
- 6.4. Key recent trends on the whisky market in Austria
- 6.5. Competitive landscape of the market
- 6.6. Key drivers and restraints for the market development in the medium term
- 6.7. Forecast for development of the whisky market in Austria for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF WHISKY IN AUSTRIA**

- 7.1. Business tendencies in the industrial production in Austria in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of whisky in Austria in the last 5 years
- 7.3. Share of Austria in the European production of whisky

7.4. Characteristics of the main producers of whisky in Austria

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF WHISKY IN AUSTRIA**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of whisky in Austria in the last 5 years

8.4. Characteristics of other prices of whisky

## **9. FOREIGN TRADE OPERATIONS OF WHISKY IN AUSTRIA**

9.1. General foreign trade operations of Austria

9.2. Foreign trade operations of whisky in Austria in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF WHISKY TO THE AUSTRIAN MARKET**

10.1. Volume, value and dynamics of the imports of whisky to Austria in the last 5 years

10.2. Main countries, importing whisky to Austria

10.3. Structure of the imports of whisky by types of products

10.4. Share of Austria in the European imports of whisky

10.5. Domestic companies, main importers of whisky to the Austrian market

## **11. OVERVIEW AND ANALYSIS OF THE AUSTRIAN EXPORTS OF WHISKY**

11.1. Volume, value and dynamics of the Austrian exports of whisky in the last 5 years

11.2. Recipient countries of the Austrian exports of whisky

11.3. Structure of the Austrian exports of whisky by types of products

11.4. Share of Austria in the European exports of whisky

11.5. Domestic companies, main exporters of whisky from the territory of Austria

## **12. CHARACTERISTICS OF THE CONSUMPTION OF WHISKY IN AUSTRIA**

12.1. Volume, value and dynamics of the consumption of whisky in Austria in the last 5 years

12.2. Structure of the consumption of whisky in Austria in the last 5 years (by origin, by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of whisky in Austria in the last 5 years

12.4. Balance between supply and demand on the whisky market in Austria in the last 5 years and forecast for the next 5 years

### **13. FORECAST FOR DEVELOPMENT OF THE WHISKY MARKET IN AUSTRIA FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the whisky market in Austria in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the whisky market in Austria in the last 5 years  
Key indicators of the economy of Austria in the last 5 years  
Forecast for the economy of Austria for the next 3 years  
Volume and dynamics of the whisky market in Austria in the last 5 years  
Value and dynamics of the whisky market in Austria in the last 5 years  
Structure of the whisky market in Austria in the last 5 years, in physical terms  
Structure of the whisky market in Austria in the last 5 years, in value terms  
Structure of the whisky market in Austria by origin in the last 5 years, in physical terms  
Structure of the whisky market in Austria by origin in the last 5 years, in value terms  
Key business tendencies in the industrial production in Austria in the last 5 years  
Volume and dynamics of the domestic production of whisky in Austria in the last 5 years  
Value and dynamics of the domestic production of whisky in Austria in the last 5 years  
Value chain analysis of the whisky market in Austria  
Cost breakdown of the price formation of whisky in Austria, in %  
Volume and dynamics of the average producer prices of whisky in Austria in the last 5 years  
Volume and dynamics of other prices of whisky in Austria (wholesale, distributor, retail, etc.) in the last 5 years  
Foreign trade turnover by main commodities, in physical and value terms  
Foreign trade operations by main partner countries, in value terms  
Trade balance of whisky foreign trade in Austria in the last 5 years, in physical terms  
Trade balance of whisky foreign trade in Austria in the last 5 years, in value terms  
Volume and dynamics of the imports of whisky to Austria in the last 5 years  
Value and dynamics of the imports of whisky to Austria in the last 5 years  
Main countries, importing whisky to Austria in the last 5 years, in physical terms  
Main countries, importing whisky to Austria in the last 5 years, in value terms  
Structure of the imports of whisky by types of whisky in the last 5 years, in physical terms  
Structure of the imports of whisky by types of whisky in the last 5 years, in value terms  
Volume and dynamics of the Austrian exports of whisky in the last 5 years  
Value and dynamics of the Austrian exports of whisky in the last 5 years  
Recipient countries of the Austrian exports of whisky in the last 5 years, in physical terms  
Recipient countries of the Austrian exports of whisky in the last 5 years, in value terms  
Structure of the Austrian exports of whisky by types of whisky in the last 5 years, in

physical terms

Structure of the Austrian exports of whisky by types of whisky in the last 5 years, in value terms

Volume and dynamics of the consumption of whisky in Austria in the last 5 years

Value and dynamics of the consumption of whisky in Austria in the last 5 years

Structure of the consumption of whisky in Austria in the last 5 years, in physical terms

Structure of the consumption of whisky in Austria in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of whisky in Austria in the last 5 years

Value and dynamics of the per capita consumption of whisky in Austria in the last 5 years

Balance between supply and demand on the whisky market in Austria in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the whisky market in Austria in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

Information, presented in figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the whisky market in Austria in the last 5 years

Value and dynamics of the whisky market in Austria in the last 5 years

Structure of the whisky market in Austria in the last 5 years, in physical terms

Structure of the whisky market in Austria in the last 5 years, in value terms

Structure of the whisky market in Austria by origin in physical terms in the last 5 years

Structure of the whisky market in Austria by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of whisky in Austria in the last 5 years

Value and dynamics of the domestic production of whisky in Austria in the last 5 years

Value chain analysis of the whisky market in Austria

Structure of the whisky price formation in Austria, in %

Deviation of the average producer prices of whisky in Austria in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms



Structure of the foreign trade operations by main partner countries, in value terms  
Trade balance of whisky foreign trade in Austria in the last 5 years, in physical terms  
Trade balance of whisky foreign trade in Austria in the last 5 years, in value terms  
Volume and dynamics of the imports of whisky to Austria in the last 5 years  
Value and dynamics of the imports of whisky to Austria in the last 5 years  
Main countries, importing whisky to Austria in the last 5 years, in physical terms  
Main countries, importing whisky to Austria in the last 5 years, in value terms  
Volume and dynamics of the imports of whisky by types of whisky in the last 5 years  
Value and dynamics of the imports of whisky by types of whisky in the last 5 years  
Volume and dynamics of the Austrian exports of whisky in the last 5 years  
Value and dynamics of the Austrian exports of whisky in the last 5 years  
Recipient countries of the Austrian exports of whisky in the last 5 years, in physical terms  
Recipient countries of the Austrian exports of whisky in the last 5 years, in value terms  
Structure of the Austrian exports of whisky by types of whisky in the last 5 years, in physical terms  
Structure of the Austrian exports of whisky by types of whisky in the last 5 years, in value terms  
Volume and dynamics of the consumption of whisky in Austria in the last 5 years  
Value and dynamics of the consumption of whisky in Austria in the last 5 years  
Volume and dynamics of the per capita consumption of whisky in Austria in the last 5 years  
Value and dynamics of the per capita consumption of whisky in Austria in the last 5 years  
Balance between supply and demand on the whisky market in Austria in the last 5 years and forecast for the next 5 years, in physical terms  
Balance between supply and demand on the whisky market in Austria in the last 5 years and forecast for the next 5 years, in value terms  
Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the base scenario), in physical and value terms  
Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms  
Forecast for the total supply of whisky in Austria for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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