



Carbonates in Austria

January 2024

Table of Contents

Carbonates in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer behaviour leads to a decline in off-trade retail value sales

Wellness trends challenge sales as consumers reach for healthier alternatives

Rising price points and product innovations drive retail value growth

PROSPECTS AND OPPORTUNITIES

Functional products and rising competition from other drinks dampens sales

Innovation aligns with the demand for healthier, sustainable products

E-commerce sales remain challenged by delivery times and fees

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Soft Drinks in Austria - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 34 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 35 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 36 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 37 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 38 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Austria

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/carbonates-in-austria/report.