



# Wine in Austria

June 2024

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## Wine in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumer restraint in out-of-home consumption hits wine hard

Sparkling wine most affected by consumer price sensitivity

Kattus keeps investing during tense times

#### PROSPECTS AND OPPORTUNITIES

More responsible use of alcohol likely to have impact on wine sales

Sparkling wine is becoming an increasingly present indulgence product

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On-trade vs off-trade split  
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