



Juice in Austria

January 2024

Table of Contents

Juice in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A shift to on-trade sales dampens retail volume growth in 2023
Innovations aligned to functionality and health drive up unit prices
Rauch Fruchtsäfte leads sales, offering a wide variety of functional products

PROSPECTS AND OPPORTUNITIES

Healthier alternatives challenge retail volume sales of juice products
Retail value is bolstered by innovation, with consumers shifting to quality
Supermarkets continue to drive sales, with a wide variety of products and prices

CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Juice by Category: % Value 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 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 26 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 27 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 29 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 30 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 37 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Austria

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SOURCES

Summary 1 - Research Sources

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