

Carbonates in Austria

January 2024

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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

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