

Bottled Water in Austria

January 2024

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Bottled Water in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales decline due to rising competition and the use of tap water Reusable bottles and rising eco-awareness challenge sales of bottled water Innovation supports growth for flavoured and still bottled water

PROSPECTS AND OPPORTUNITIES

Health trends that encourage hydration boost growth potential for bottled water Vöslauer retains its lead while local brands perform well Wide variety and price points lead supermarkets to drive sales over the forecast period

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