

RTD Coffee in Austria

January 2024

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RTD Coffee in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-the-go consumption boosts retail volume sales of RTD coffee
Product launches focus on variety, flavour and non-dairy alternatives
Emmi Austria retains its lead, offering a wide variety to consumers

PROSPECTS AND OPPORTUNITIES

Lower prices compared to coffeeshop offerings aid the growth of RTD coffee
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