

Concentrates in Austria

January 2024

Table of Contents

Concentrates in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade records growth as cocktails and mixed drinks are consumed out of the home

Premium options with natural and organic ingredients boost retail value

Mautner Markhof retains its lead, focused on ongoing product innovation

PROSPECTS AND OPPORTUNITIES

Busier lifestyles lead some consumers to preference RTD products, limiting growth

Powder concentrates offer potential for growth as start-up players launch

New product launches to focus on flavour and natural ingredients

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates 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 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 32 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 33 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 45 - 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 2 - Research Sources

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