

RTD Tea in Austria

January 2024

Table of Contents

RTD Tea in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising on-the-go sales and impulse purchases drive growth for RTD tea

New products and innovative flavour offerings support value growth

Rauch Fruchtsäfte retains its leads; however, private label gains ground

PROSPECTS AND OPPORTUNITIES

Growth potential is high as consumers migrate to healthier drinks, such as RTD tea

Flavour and quality ingredients shape new product developments

Reduced sugar variants will remain low as consumers focus on added benefits

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

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

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 13 - Forecast Off-trade Sales of RTD Tea 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 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

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

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

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 (as sold) by Category: % Volume 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 27 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

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