



Spirits in Austria

June 2024

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Spirits in Austria - Category analysis

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2023 DEVELOPMENTS

Spirits still characterised by ongoing shift towards home consumption

More thrifty consumers shape the market

The range of non-alcoholic spirits is improving

PROSPECTS AND OPPORTUNITIES

Demand in spirits to return to a slow downward trend

Top players must make an effort if they want to retain their market share

Tequila and dark rum offer hope for growth in spirits

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