

# Energy Drinks in Austria

January 2024

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## Energy Drinks in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive off-trade sales, while the on-trade is boosted by evening consumption

Limiting caffeine intake for health reasons challenges sales of energy drinks

Red Bull continues to lead, being a pioneer on the landscape

#### PROSPECTS AND OPPORTUNITIES

Growth potential for reduced sugar energy drinks as variety increases

Health trends and concerns surrounding ingredients challenge sales

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