

HW Soft Drinks in Austria

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness the primary aspect considered when purchasing soft drinks

2022 sees natural in the lead in health and wellness soft drinks

High fibre soft drinks prove more popular

PROSPECTS AND OPPORTUNITIES

Growing awareness to underpin stronger focus on functional and natural soft drinks

Energy boosting the most promising category of health and wellness soft drinks

Good source of antioxidants a category to watch during the forecast period

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

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[Health and Wellness in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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