

Concentrates in Austria

January 2024

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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

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