

# Other Hot Drinks in Austria

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The desire for an indulgent treat drives retail sales of other hot drinks  
Chocolate-based flavoured powder drinks drive sales as niche products decline  
Nestlé and Mondelez lead, offering well-known brands to consumers

### PROSPECTS AND OPPORTUNITIES

Saturation and high price points limit the retail volume growth of other hot drinks  
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