



Euromonitor
International

RTD Coffee in Austria

November 2025

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RTD Coffee in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee benefits from its convenience

INDUSTRY PERFORMANCE

On-the-go lifestyles drive demand for RTD coffee in Austria

More choice helping to fuel demand

WHAT'S NEXT?

Differentiation expected to drive demand for RTD coffee

The popularity of energy drinks is not expected to impact sales

Concentrates does not present serious competition for RTD coffee

COMPETITIVE LANDSCAPE

Emmi Austria defends its lead in RTD coffee with new product launches

Private label the big winner thanks to differentiated offering and low pricing

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Supermarkets dominate sales

E-commerce continues to make slow progress

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EXECUTIVE SUMMARY

New bottle deposit regulation deals a short-term blow to sales of soft drinks

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INDUSTRY PERFORMANCE

Mixed performances seen across soft drinks but overall sales decline in 2025

New bottle deposit scheme has a big impact on the market

On-trade sales continue to recover thanks to improving consumer sentiment

WHAT'S NEXT?

Players likely to respond to deposit scheme with new packaging innovations

Tap water could pose a threat to sales of soft drinks

New product development likely to focus on healthier options

COMPETITIVE LANDSCAPE

Coca-Cola retains the lead but loses share in 2025

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