



Euromonitor
International

Spirits in Austria

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Health-Driven Moderation Reshapes Consumption as Younger Adults Shift Choices

Liqueurs Maintains Lead While Non Alcoholic Spirits Accelerate Expansion

Beefeater 0.0 and Flavour Innovation Drive Consumer Engagement and Trial

Chart 1 - Selection in Non Alcoholic Gin Continues to Grow Thanks to Beefeater

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Reduce Routine Drinking as Older Groups Abstain for Health

Liqueurs to Retain Lead While Non Alcoholic Spirits Drive Innovation

Tequila and Domestic Whisky Attract New Drinkers Amid Changing Habits

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Campari Gains on Leaders as Aperol Thrives with Lighter Choices

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Retains Lead as E-Commerce Loses Momentum

Specialist Online Retailers Attract Premium Spirits Buyers Despite Challenges

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Shifting Drinking Habits among Younger Demographic

Stibitzer'S Expansion Demonstrates Rtds' Appeal as Beer Leads in Scale but Not Growth
Höllinger'S Non Alcoholic Launches Reflect Demand for Moderation and New Experiences
Chart 15 - Juice Specialist Höllinger Brings Range of Non Alcoholic Alternatives
Chart 16 - Volume Sales 2020-2030
Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Drive Moderation as Rtds Gain Favour
Producers Expand Non Alcoholic Lines to Counter Falling Demand
Sluggish Gdp Growth Limits Rebound While Lighter Drinks Gain Ground
Chart 18 - Forecast Volume Sales 2020-2030
Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Alcoholic Drinks
Brau-Union'S Shrinking Lead Highlights Shift to Local Brewers
Chart 21 - Company Shares 2025
Chart 22 - Brand Shares 2025

CHANNELS

Discounter Players Expand Beer Range as Deposit Law Reshapes Retail
Grocery Retailers Cut Online Sales as Costs Rise and Margins Fall

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

TAXATION AND DUTY LEVIES

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks
Chart 24 - Real Gdp Growth 2020-2030
Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks
Chart 27 - Population 2020-2030
Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-austria/report.