

Wine in Austria

June 2023

Table of Contents

Wine in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine players adapt to changing consumption patterns Sparkling wine captures a growing audience New wine products tap into growth opportunities

PROSPECTS AND OPPORTUNITIES

Wine consumption expected to decline Non alcoholic wine: limited growth potential Vermouth: struggling to achieve a breakthrough

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022 Table 2 - Sales of Wine by Category: Total Value 2017-2022 Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022 Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022 Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022 Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022 Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022 Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022 Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022 Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022 Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022 Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022 Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022 Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022 Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022 Table 16 - GBO Company Shares of Champagne: % Total Volume 2018-2022 Table 17 - NBO Company Shares of Champagne: % Total Volume 2018-2022 Table 18 - LBN Brand Shares of Champagne: % Total Volume 2019-2022 Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022 Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022 Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022 Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022 Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022 Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022 Table 25 - Forecast Sales of Wine by Category: Total Volume 2022-2027 Table 26 - Forecast Sales of Wine by Category: Total Value 2022-2027 Table 27 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027 Table 28 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Austria - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Table 29 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 30 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 31 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 32 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 33 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 34 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 35 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 36 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 39 - GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 41 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 42 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 44 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

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/wine-in-austria/report.