

Coffee in Austria

January 2024

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Coffee in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit retail value growth, while high price points challenge volume growth Innovation focuses on healthier positions, driving value on the landscape Sustainability is a growing challenge for fresh ground coffee pods

PROSPECTS AND OPPORTUNITIES

Retail volume growth remains challenged by price points and rising competition Tchibo-Eduscho maintains its retail volume lead through frequent innovations Sustainability, health and wellness and premium products drive value growth

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