



**Euromonitor  
International**

# Energy Drinks in Austria

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## Energy Drinks in Austria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks continues to deliver positive results despite challenges

#### INDUSTRY PERFORMANCE

Deposit scheme fails to curb the rise of energy drinks in Austria

New product development adds fuel to the category's growth

#### WHAT'S NEXT?

Steady growth predicted for energy drinks despite rising health consciousness

Powder concentrates present a new threat to energy drinks

Debates on youth protection laws will continue

#### COMPETITIVE LANDSCAPE

Red Bull uses limited editions to capture attention and retain its lead

Hofer cuts the price of its Flying Power energy drinks to drive volume growth

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Supermarkets benefit from accessibility and reach

Vending and e-commerce tap into the demand for convenience

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### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

#### 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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