

Sports Drinks in Austria

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Sports Drinks in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fitness trends drive sales, while sports retailers boost on-trade growth

Reduced sugar sports drinks remain expensive and limited

Key players sponsor sports events to grow brand awareness

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Rising interest in health and increased availability boosts sales of sports drinks

Blurring lines between drink categories challenges growth over the future Local players innovate while availability increases across retailers

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