

HW Hot Drinks in Austria

December 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low caffeine and organic form key planks of the drive towards healthier lifestyles

Natural hot drinks lead the way in health and wellness hot drinks in 2022

Good source of vitamins see positive growth within health and wellness hot drinks in 2022

PROSPECTS AND OPPORTUNITIES

Range of healthier alternatives and superfoods to expand in response to rising interest

Plant-based to emerge as the most promising health and wellness hot drinks category

Good source of antioxidants set to record growth over forecast period

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Overview

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