



**Euromonitor
International**

HW Soft Drinks in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven switching accelerates, boosting functional choices beyond carbonates

INDUSTRY PERFORMANCE

Reduced sugar and lower calorie choices reshape category dynamics
Reduced sugar carbonates gains relevance as consumers moderate intake without abandoning treats
Good source of vitamins and functional benefits expand through water, RTD tea and value-added formats

WHAT'S NEXT

Health-led switching and functional innovation to support growth beyond carbonates
Reduced sugar carbonates expected to outperform regular variants, but carbonates will remain challenged
Good source of vitamins expected to expand as consumers seek “added value” hydration

CATEGORY DATA

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples
Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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