

# Beer in Austria

July 2022

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## Beer in Austria - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Beer impacted as horeca sector continues to be constrained by pandemic

Low and non-alcohol variants in beer trending during home seclusion

Independent brewers are seeking to compete through union

#### PROSPECTS AND OPPORTUNITIES

Beer industry is eager for a return to normality to reignite horeca

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