



Euromonitor
International

RTD Tea in Austria

November 2025

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RTD Tea in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea benefits from use of Tetra Pak packaging

INDUSTRY PERFORMANCE

RTD tea benefits from new deposit system and new product launches

Health and convenience inform performances within RTD tea

WHAT'S NEXT?

Positive outlook for RTD tea

Concentrates could present new competition to RTD tea

E-commerce set for further gains but from a small base

COMPETITIVE LANDSCAPE

Leader Rauch drives sales with new flavours and new packaging

Pfanner benefits from its use of Tetra Pak while Teekanne feeds off its healthy image

CHANNELS

Supermarkets remains the most popular distribution channel

Vending and e-commerce see further expansion but from a low base

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Soft Drinks in Austria - Industry Overview

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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