



# Wine in Austria

July 2025

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### 2024 DEVELOPMENTS

Impulses purchases of sparkling wine provide impetus as volume sales decline

Weinkellerei Lenz Moser AG leads the fragmented wine landscape

Retail e-commerce continues to gain share from conventional channels

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Retail developments

On-trade vs off-trade split  
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Legislation  
Legal purchasing age and legal drinking age  
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Smoking ban  
Opening hours  
On-trade establishments

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