



Euromonitor  
International

# Bottled Water in Austria

November 2025

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## Bottled Water in Austria - Category analysis

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#### 2025 DEVELOPMENTS

New deposit scheme puts a dent in sales of bottled water

#### INDUSTRY PERFORMANCE

Trend Bottled water suffers from new, extended deposit regulations

Flavoured and functional bottled water the standout performers in 2025

#### WHAT'S NEXT?

Sales of bottled water set to rebound due to increasing health awareness

Long-term impact of new bottle deposit still difficult to assess

No breakthrough in sight for retail e-commerce in bottled water

#### COMPETITIVE LANDSCAPE

Vöslauer increases its lead in 2025 despite challenging conditions

Producers of functional bottled water and private label among the winners in 2025

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### EXECUTIVE SUMMARY

New bottle deposit regulation deals a short-term blow to sales of soft drinks

### KEY DATA FINDINGS

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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

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