



Euromonitor
International

Hot Drinks in Austria

November 2025

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EXECUTIVE SUMMARY

Sales of hot drinks grow in 2025 despite continuing price pressure

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INDUSTRY PERFORMANCE

Hot drinks benefits from new innovations in 2025 but rising prices present a challenge

Health and sustainability concerns having a growing influence on the market

Online trends starting life in foodservice before moving into the retail space

WHAT'S NEXT?

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Value for money will be the key consideration for consumers

Competitive landscape unlikely to see significant changes

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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