



Other Hot Drinks in Austria

November 2025

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Other Hot Drinks in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising cocoa prices continue to influence the market's development

INDUSTRY PERFORMANCE

Rising cost of cocoa limits volume growth

Added-value offerings help deliver strong growth for chocolate-based flavoured powder drinks

WHAT'S NEXT?

Players will need to ensure fairtrade practices to justify higher prices

Innovation set to focus on improved harvests and functional products

Fairtrade and sustainable practices will gain greater relevance

COMPETITIVE LANDSCAPE

Nestlé and Mondelez remain dominant

Caetina finds success by promoting new uses

CHANNELS

Supermarkets dominate sales thanks to broad offering and regular promotions

E-commerce carving out a growing niche in the market

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Hot Drinks in Austria - Industry Overview

EXECUTIVE SUMMARY

Sales of hot drinks grow in 2025 despite continuing price pressure

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INDUSTRY PERFORMANCE

Hot drinks benefit 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?

Delivering health and wellness benefits could be key in an increasingly mature market

Value for money will be the key consideration for consumers

Competitive landscape unlikely to see significant changes

COMPETITIVE LANDSCAPE

Consumers remain loyal to trusted brands giving Nestlé the edge

JJ Darboven finding success with well-run family business

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