



**Euromonitor
International**

Juice in Austria

November 2025

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2025 DEVELOPMENTS

Juice bounces back thanks to price stability and new deposit scheme

INDUSTRY PERFORMANCE

Juice experiences a recovery in 2025 as prices stabilise

Economic considerations continue to influence demand

WHAT'S NEXT?

Growing health concerns set to have a mixed impact on demand for juice

Lasting impact of new deposit system not a problem for juice

Forecourt retailers and e-commerce set to win share thanks to their accessibility

COMPETITIVE LANDSCAPE

Rauch increases its lead through new product development

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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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SOURCES

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