



Euromonitor
International

Energy Drinks in Austria

November 2025

Table of Contents

[Energy Drinks in Austria - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks continues to deliver positive results despite challenges

INDUSTRY PERFORMANCE

Deposit scheme fails to curb the rise of energy drinks in Austria

New product development adds fuel to the category's growth

WHAT'S NEXT?

Steady growth predicted for energy drinks despite rising health consciousness

Powder concentrates present a new threat to energy drinks

Debates on youth protection laws will continue

COMPETITIVE LANDSCAPE

Red Bull uses limited editions to capture attention and retain its lead

Hofer cuts the price of its Flying Power energy drinks to drive volume growth

CHANNELS

Supermarkets benefit from accessibility and reach

Vending and e-commerce tap into the demand for convenience

CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

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[Soft Drinks in Austria - Industry Overview](#)

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

Competition heats up with private label making further inroads

CHANNELS

Supermarkets dominate thanks to the channel's strong reach

Vending and e-commerce continue to win share but challenges remain

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Austria

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SOURCES

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