



# HW Hot Drinks in Austria

February 2026

Table of Contents

## HW Hot Drinks in Austria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health-driven moderation supports decaffeinated coffee and tea occasions

#### INDUSTRY PERFORMANCE

Tea gains ground as consumers seek lower caffeine options and health reassurance

No caffeine coffee grows as Austrian consumers reduce caffeine without leaving coffee culture behind

Organic and fair-trade tea benefits from wellness culture and demand for higher quality

#### WHAT'S NEXT

Health-led premiumisation to continue as consumers seek better quality and functional benefits

No caffeine coffee expected to expand steadily as moderation habits become more established

Organic tea expected to benefit from self-care routines and demand for "natural" health support

#### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

#### COUNTRY REPORTS DISCLAIMER

[Health and Wellness in Austria - Industry Overview](#)

#### EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and "cleaner" choices

#### INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples

Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

#### WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

#### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-hot-drinks-in-austria/report](http://www.euromonitor.com/hw-hot-drinks-in-austria/report).