



# HW Soft Drinks in Austria

February 2026

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## HW Soft Drinks in Austria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health-driven switching accelerates, boosting functional choices beyond carbonates

#### INDUSTRY PERFORMANCE

Reduced sugar and lower calorie choices reshape category dynamics

Reduced sugar carbonates gains relevance as consumers moderate intake without abandoning treats

Good source of vitamins and functional benefits expand through water, RTD tea and value-added formats

#### WHAT'S NEXT

Health-led switching and functional innovation to support growth beyond carbonates

Reduced sugar carbonates expected to outperform regular variants, but carbonates will remain challenged

Good source of vitamins expected to expand as consumers seek "added value" hydration

#### CATEGORY DATA

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

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### [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

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