



Euromonitor
International

Cafés/Bars in Austria

February 2024

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Cafés/Bars in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Transactions remain below pre-pandemic levels in 2023
Nightclubs, in particular, suffer from reduced footfall
Bakeries present more competition than ever for cafés/bars

PROSPECTS AND OPPORTUNITIES

Cafés/bars expected to see moderate growth in the years ahead
Specialist coffee and tea stores expected to challenge classic cafés
Coca-Cola's coffee brand is expected to grow in the years ahead

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DISCLAIMER

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