



# Beer in Austria

June 2024

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## Beer in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High price increases are the main topic in beer  
Operators disgruntled due to high increase in beer purchase prices  
There are always new brands for consumers

#### PROSPECTS AND OPPORTUNITIES

Slow downward trend likely to continue in beer  
Investments necessary due to expanded deposit system  
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