



# Juice in Austria

January 2024

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## Juice in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A shift to on-trade sales dampens retail volume growth in 2023  
Innovations aligned to functionality and health drive up unit prices  
Rauch Fruchtsäfte leads sales, offering a wide variety of functional products

#### PROSPECTS AND OPPORTUNITIES

Healthier alternatives challenge retail volume sales of juice products  
Retail value is bolstered by innovation, with consumers shifting to quality  
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