

# Juice in Austria

November 2024

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## Juice in Austria - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Juice sales remain under pressure in 2024 Novelty products enjoy growth from small base Rauch Fruchtsäfte extends is lead in juice

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Retail sales to come under pressure in contrast to foodservice where there is some growth potential Discounters will benefit from ongoing price sensitivity Higher quality juices will fuel the innovation pipeline

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