



Rtds in Austria

June 2024

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Rtds in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs category flourishes in the midst of persistent inflation
Continued increase in product diversity in spirit-based RTDs
Hopes for hard seltzer have not been fulfilled

PROSPECTS AND OPPORTUNITIES

Positive outlook for RTDs
Growth potential in the on-trade full of uncertainties
Price development in consumer foodservice a large factor for wine-based RTDs

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Alcoholic Drinks in Austria - Industry Overview

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Legislation
Legal purchasing age and legal drinking age
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DISCLAIMER

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