



Tea in Austria

November 2025

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Tea in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea sales rise as consumers embrace healthy living trends

INDUSTRY PERFORMANCE

Consumers focus on quality over quantity to push value growth in 2025

Healthier tea options see the most dynamic growth

WHAT'S NEXT?

Tea set to benefit from health and beauty positioning

New technology could help tea producers achieve greater yields

Sustainable production a key focus for tea

COMPETITIVE LANDSCAPE

Teekanne increases its dominance in tea in 2025

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E-commerce making inroads but from a low base

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Hot Drinks in Austria - Industry Overview

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Sales of hot drinks grow in 2025 despite continuing price pressure

KEY DATA FINDINGS

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Hot drinks benefits from new innovations in 2025 but rising prices present a challenge

Health and sustainability concerns having a growing influence on the market

Online trends starting life in foodservice before moving into the retail space

WHAT'S NEXT?

Delivering health and wellness benefits could be key in an increasingly mature market

Value for money will be the key consideration for consumers

Competitive landscape unlikely to see significant changes

COMPETITIVE LANDSCAPE

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