



Euromonitor
International

Spirits in Austria

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits suffers from lack of recovery in the on-trade
Bacardi-Martini Austria retains leadership in spirits but is under pressure
Supermarkets are main source for spirits thanks to strong regional coverage

PROSPECTS AND OPPORTUNITIES

Further recovery of on-trade sales is positive trend
Coca-Cola Austria GmbH to leverage resources to push into spirits
Greater product diversity from light and alcohol-free alternatives

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Austria - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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