



Beer in Austria

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ongoing decline in off-trade beer consumption
- Large number of consumers are sceptical about leading player Brau-Union Österreich AG
- Supermarkets remain the leading channel while e-commerce gathers momentum

PROSPECTS AND OPPORTUNITIES

- Beer consumption set to follow the downward trend
- New deposit system in 2025 will have several effects on beer industry
- While big innovations are unlikely, organic beer has untapped growth potential

CATEGORY BACKGROUND

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- 2024 key trends
- 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

Duty free

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DISCLAIMER

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