



**Euromonitor
International**

Coffee in Austria

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Austrians remain willing to pay more for quality coffee

INDUSTRY PERFORMANCE

Consumers remain unwilling to compromise on taste and quality when it comes to coffee

Focus on quality pushes consumers towards fresh coffee beans

WHAT'S NEXT?

Players set to focus on adding value as the market becomes more saturated

New technology set to have wide reaching implications for coffee

Functional and sustainable products present future opportunities for development

COMPETITIVE LANDSCAPE

Nestlé retains the lead with popular and well-established brands

Darboven benefiting from investments in social and ethical practices

CHANNELS

Value and convenience key to the success of supermarkets in coffee

E-commerce continues to win share but obstacles remain to wider acceptance

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Hot Drinks in Austria - Industry Overview

EXECUTIVE SUMMARY

Sales of hot drinks grow in 2025 despite continuing price pressure

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Consumers remain loyal to trusted brands giving Nestlé the edge
JJ Darboven finding success with well-run family business

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Foodservice sales rise in 2025 despite price hikes

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