



Euromonitor
International

Cider/Perry in Austria

July 2025

Table of Contents

Cider/Perry in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry faces flat volume performance
Declining interest among mainstream consumers impacts leading Stibitzer brand
Dominant supermarket channel also leads in cider sales

PROSPECTS AND OPPORTUNITIES

No recognisable growth opportunities in demand for cider
Leading Stibitzer brand expected to lose slight volume share
No significant innovations expected in cider/perry

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2019-2024
Table 2 - Sales of Cider/Perry: Total Value 2019-2024
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2019-2024
Table 4 - Sales of Cider/Perry: % Total Value Growth 2019-2024
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2024-2029
Table 13 - Forecast Sales of Cider/Perry: Total Value 2024-2029
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

Alcoholic Drinks in Austria - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
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

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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