



**Euromonitor
International**

Energy Drinks in Austria

November 2025

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Energy Drinks in Austria - Category analysis

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2025 DEVELOPMENTS

Energy drinks continues to deliver positive results despite challenges

INDUSTRY PERFORMANCE

Deposit scheme fails to curb the rise of energy drinks in Austria

New product development adds fuel to the category's growth

WHAT'S NEXT?

Steady growth predicted for energy drinks despite rising health consciousness

Powder concentrates present a new threat to energy drinks

Debates on youth protection laws will continue

COMPETITIVE LANDSCAPE

Red Bull uses limited editions to capture attention and retain its lead

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Vending and e-commerce tap into the demand for convenience

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New bottle deposit regulation deals a short-term blow to sales of soft drinks

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INDUSTRY PERFORMANCE

Mixed performances seen across soft drinks but overall sales decline in 2025

New bottle deposit scheme has a big impact on the market

On-trade sales continue to recover thanks to improving consumer sentiment

WHAT'S NEXT?

Players likely to respond to deposit scheme with new packaging innovations

Tap water could pose a threat to sales of soft drinks

New product development likely to focus on healthier options

COMPETITIVE LANDSCAPE

Coca-Cola retains the lead but loses share in 2025

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