



**Euromonitor
International**

Sports Drinks in Austria

November 2025

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Sports Drinks in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales slump as the Prime boom comes to an end

INDUSTRY PERFORMANCE

Sales in sports drinks are levelling off again

Reduced sugar products see growth but remain a niche area

WHAT'S NEXT?

Positive outlook for sports drinks

Sports drinks faces increasing competition from powder concentrates

The competitive environment is set to become increasingly polarised

COMPETITIVE LANDSCAPE

Gatorade remains clear leader

Private label wins share thanks to competitively priced products

CHANNELS

Supermarkets remains the leading distribution channel

E-commerce and vending benefit from their convenience and specialised offering

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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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