



**Euromonitor
International**

HW Hot Drinks in Austria

February 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven moderation supports decaffeinated coffee and tea occasions

INDUSTRY PERFORMANCE

Tea gains ground as consumers seek lower caffeine options and health reassurance
No caffeine coffee grows as Austrian consumers reduce caffeine without leaving coffee culture behind
Organic and fair-trade tea benefits from wellness culture and demand for higher quality

WHAT'S NEXT

Health-led premiumisation to continue as consumers seek better quality and functional benefits
No caffeine coffee expected to expand steadily as moderation habits become more established
Organic tea expected to benefit from self-care routines and demand for “natural” health support

CATEGORY DATA

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples
Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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