

Austria Beer Market 2017 Share, Trend, Segmentation and Forecast to 2020

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In 2015 the level of health-awareness amongst Austrian consumers continued to increase, with demand for healthier lifestyles also increasing. Amongst others, these demands were reflected in the greater willingness to consume less alcohol. Still, being a country with a long-standing tradition of beer consumption, consumers did not want to give up on beer altogether, but rather focused on consuming less beer, opting for more expensive premium speciality beer or craft beer, or for non/low alcohol b...

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Euromonitor International's Beer in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;

* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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