*1. What is the product?* I chose to focus on XXXXXX as an alcoholic drink.

*2. Who uses the product?*

XXXXXX is a very common alcoholic beverage that is used in many countries around the world by people who are legally allowed to drink. However, under aged teenagers also consume XXXXXX.

*3. Who supplies the product to the end user?*

The product can be bought in retail stores, directly from the distributors or manufacturers, online, and in diverse restaurants, bars and clubs.

*4. Why is the product used? What are the benefits?*

The product is used to relax after a long day at work, to make time more enjoyable with friends, to open up to others. People drink XXXXX because it tastes good and makes people feel good. According to Kristen Domonell (2015), XXXXX lowers the risk of heart disease, boosts the creativity, prevents type 2 diabetes, lowers the risk of developing kidney stones, helps people to rehydrate faster, lowers blood pressure, boosts the immune system, prevents fractures, and some people like to get a little bit tipsy.

*5. Would the use of the product vary by the market?*

The product varies based on the brewing method and the ingredients used such as maize, rice, wheat, barley, etc.

*6. What triggers the purchase of the product? Do other events or conditions need to be present?*

XXXXXX is usually consumed with friends for a good time, at parties, or at dinner. It is a social beverage that is often linked to an event.

*7. Will cultural differences limit sales?*

Cultural differences could limit sales, since in some countries and cultures people are not allowed to drink alcohol.

*8. What infrastructure is needed for this product to success?*

XXXXXX is produced locally in breweries. Kettles, boilers, fermentation tanks, filters, cooling systems, storage tanks, kegs, bottling or canning equipment, refrigeration, piping, and cleaning tools are required to successfully create it (Anderson, 2018).

*9. Is the market growing, decreasing or stagnant?*

The XXXXX market is still growing, especially premium brands are growing faster than the total XXXXXX market. Since there are alcohol-free solutions offered, it gained a lot of popularity among young consumers and people who do not drink alcohol. Also, it is an easier way for an alcoholic to stop drinking alcohol, since non-alcoholic XXXX tastes like normal XXXX (AP News, 2019).

**Datagraphics**

According to Euromonitor International (2019), XXXXXX is very popular in Austria. About 925.5 million liters are consumed yearly, and it is forecasted that the volume increases each year by about 2 million liters. XXXXXX gets divided into 4 different categories, such as dark XXXXXX, lager, non alcoholic XXXXXX, and stout. From the 925.5 million liters, 34.2 million liters are dark XXXXXX, 860.9 million are lager, 28 million are non alcoholic XXXXXX, and 2.5 million are stout. 98.5% of the XXXXXX is offered in grocery stores, and only 1.5% is purchased online. From the 98.5%, 12.3% are purchased at discounters, 3.5% at food/drink/tobacco specialists, 12% at hypermarkets, 7.3% at small grocery retailers, 61.2% at supermarkets, and 2.3% at other grocery retailers. The three largest company shares of XXXXXX in Austria have the Brau-Union Österreich AG with 56.6%, Stieglbrauerei Salzburg with 12.1%, and Ottakringer Getränke AG with 6.2%. Therefore, the Brau-Union Österreich has retail sales of about 524 million liters XXXXXX per year. The most popular XXXXXX in Austria is the Gösser Maerzen with a market share of 14.9%, followed by the Stiegl Goldbräu with 9.5%, the Zipfer Urtyp with 6.6%, and the Puntigamer with 6.3%. Popular XXXXXXs in America, such as the Heineken, only has a 1.0% market share. The % Y-O-Y total volume growth in 2017 was 0.1%. It peaked in 2011 at 2.3%, but rapidly decreased to 0.3% in 2012. In 2013, it even had a negative growth of 0.2%. Since then, it increased about 0.1% each year.

**Analysis**

The volume growth has been moderate for the last years, but XXXXXX remained very dynamic with new product launches and innovations. Consumer behavior is changing to a healthier lifestyle, which reduces the daily consumption of XXXXXX. Additionally, on-trade XXXXXX consumption had a better volume growth than off-trade. Marketers put a lot of effort in research, development of new products, and advertising (Euromonitor International, 2019).

Important to know is that the demand for non-alcoholic „Radler“ and XXXXXX is growing as a result of the tendency to drink less alcohol. Apart from that, the trend towards more unisex alcoholic drinks also contributed to the growth. Female consumers love the „Radler“ and non alcoholic XXXXXX, which are equally consumed by male and female consumers. This lead to several new non alcoholic product launches in Austria. The future trends are creative XXXXXXs, gluten-free XXXXXX, and even XXXXXX-like carbonates, which are forecasted to be increasingly visible in the future.

As mentioned above, the Brau-Union Österreich is the market leader, who is actually owned by the larger Heineken NV. The company focused on new product innovations as well as strong marketing support through brand websites and social media. But also other breweries did a great job in innovating new products, which led to a higher competition within Austria. The smaller breweries focus more on one segment. Prices for premium XXXXXX are EUR 2.20 and above, for mid-priced between EUR 1.76 – 2.19, and for economy EUR 1.75 and below (Euromonitor International, 2019).

**Context**

Internationally seen, 195,478 million liters of XXXXXX are consumed yearly, for which 68,804 million liters are consumed in Asia Pacific, 2,197 million in Australasia, 20,593 million in Eastern Europe, 32,046 million in Latin America, 17,376 million in Middle East and Africa, 26,414 million in North America, and 28,049 million in Western Europe, where Austria is located. For the market size, Austria is within the 68th percentile, but per capita, the country is in the 98th percentile, which shows how popular XXXXXX in Austria is (Euromonitor International, 2019).

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