



Baked Goods in Austria

March 2026

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Baked Goods in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Artisanal products benefit from key trends

INDUSTRY PERFORMANCE

Traditionally high level of bread consumption

Unpackaged pastries sees significant growth

WHAT'S NEXT?

Artisanal bread regaining importance

Growing influence on the health and wellness trend

Increasing concern about sustainability

COMPETITIVE LANDSCAPE

Artisanal products dominate

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Supermarkets leads

Rapid growth of retail e-commerce

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[Staple Foods in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

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INDUSTRY PERFORMANCE

Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

WHAT'S NEXT?

Positive outlook

Focus on health and sustainability

Evolving retail landscape

COMPETITIVE LANDSCAPE

Artisanal products and private label ranges play key role

Artisanal products and private label ranges play key role

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