



Euromonitor
International

Breakfast Cereals in Austria

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Breakfast Cereals in Austria - Category analysis

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Concerns about sugar affecting demand

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Convenience trend supports demand

Health and wellness trend drives growth of muesli and granola

WHAT'S NEXT?

Health consciousness to continue to be a key influence

Growing concern about sugar

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

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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

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Artisanal products and private label ranges play key role

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-austria/report.