



Euromonitor  
International

# Health and Wellness in Austria

July 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS

- No caffeine drives retail value sales as Austrians aim to improve their wellbeing
- Good source of antioxidants records solid growth as consumers seek functional benefits
- Innovations focus on organic claims, aligning with health and sustainability demands

PROSPECTS AND OPPORTUNITIES

- Functional and fortified options gather pace as consumers appreciate added value
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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Health and wellness credentials increase across soft drinks as demand rises
- Energy boosting drives retail value sales as busy consumers seek an uplift during the day
- Innovations focus on fortified and functional options as brands look to add-value

PROSPECTS AND OPPORTUNITIES

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Consumers reach for high protein snacks that align with health and fitness goals

Local player Kelly's offers health and wellness savoury snacks with a focus on innovation

### PROSPECTS AND OPPORTUNITIES

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Lactose free goods record strong sales despite being challenged by rising inflation

Vegetarian dairy products and alternatives record robust growth, as animal welfare concerns rise

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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