



Sweet Spreads in Austria

March 2026

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Sweet Spreads in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising raw material costs boost value sales

INDUSTRY PERFORMANCE

Popular breakfast products

Rising cost of cocoa drives up price of chocolate spreads

WHAT'S NEXT?

Further price rises likely due to climate pressure

Focus on health and wellness

Growing emphasis on sustainability

COMPETITIVE LANDSCAPE

Ferrero retains newly gained lead

Mondelez Österreich sees strong growth

CHANNELS

High density of stores and broad product offer support strength of supermarkets

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EXECUTIVE SUMMARY

Increased raw material costs boost value, while consumers look for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience the key factor in shaping demand

Strong focus on health and wellness

Sustainability a requirement

WHAT'S NEXT?

Ongoing demand for convenience

Health and sustainability

Continued strength of supermarkets

COMPETITIVE LANDSCAPE

Unilever's strength founded on well-established brands

Significant role for private label

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