



# Cooking Ingredients and Meals in Austria

March 2026

Table of Contents

## Cooking Ingredients and Meals in Austria

### 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

#### CHANNELS

Supermarkets benefits from high store density

Strong growth in forecourt retailers and retail e-commerce

#### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Edible Oils in Austria

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Local products growing in popularity

#### INDUSTRY PERFORMANCE

Growing interest in sustainable, regional edible oils

Strong performance from soy oil

## WHAT'S NEXT?

Continuing demand for edible oils  
Health and wellness to exert a growing influence  
Growing interest in sustainability

## COMPETITIVE LANDSCAPE

VFI holds the lead  
VOG sees strong performance

## CHANNELS

Supermarkets remains dominant  
Retail e-commerce sees significant expansion

## CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025  
Table 14 - Sales of Edible Oils by Category: Value 2020-2025  
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025  
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025  
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025  
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025  
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025  
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030  
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030  
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030  
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Austria](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience trend boosts demand for meals and soups

## INDUSTRY PERFORMANCE

Convenience and health and wellness shaping demand  
Significant expansion of quick recipe kits

## WHAT'S NEXT?

Growing demand for higher-quality products  
Further growth for quick recipe kits, while shelf stable soup struggles  
Health and wellness to shape innovation

## COMPETITIVE LANDSCAPE

Rewe International leads as private label plays key role in category  
Innovation targets interest in foreign culinary traditions

## CHANNELS

Supermarkets offers expanded range of convenient meals and soups  
Rising number of outlets boosts forecourt retailers

## CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025  
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025  
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025  
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025  
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025  
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025  
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030  
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030  
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030  
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in Austria

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience, health and international cuisine shape demand

### INDUSTRY PERFORMANCE

Convenience a key factor in demand

Soy sauces benefits from rising interest in Asian cuisine

### WHAT'S NEXT?

Soy sauce to see continued dynamism

Significant role for health and wellness

Expansion of functional offer

### COMPETITIVE LANDSCAPE

Unilever leads

Innovation across categories

### CHANNELS

Supermarkets dominates

Retail e-commerce sees strongest growth

### CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025  
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025  
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025  
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025  
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025  
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025  
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025  
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025  
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030  
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030  
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030  
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Sweet Spreads in Austria

#### 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

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

#### CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-austria/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-austria/report).