



# Staple Foods in Austria

March 2026

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## Staple Foods in Austria

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Growth on back of ongoing demand for convenience

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Health and wellness an increasingly important influence on consumer demand

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Evolving retail landscape

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Artisanal products and private label ranges play key role

Artisanal products and private label ranges play key role

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## Baked Goods in Austria

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[Breakfast Cereals in Austria](#)

#### KEY DATA FINDINGS

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#### WHAT'S NEXT?

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Growing concern about sugar  
Increasing focus on sustainability

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[Rice, Pasta and Noodles in Austria](#)

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### WHAT'S NEXT?

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Innovation to focus on health and wellness

Manufacturers need to attend to sustainability

### COMPETITIVE LANDSCAPE

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