



# Processed Meat, Seafood and Alternatives To Meat in Austria

March 2026

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sustainability exerting a growing influence

### INDUSTRY PERFORMANCE

Strong tradition of consumption, but habits are changing

Expanding range of frozen meat and seafood substitutes

### WHAT'S NEXT?

Sustained demand

Health and wellness to continue to shape demand and product innovation

Sustainability a focus for products, packaging and farming practices

### COMPETITIVE LANDSCAPE

Major discounter leads with strong private label offer

Neuburger Fleischlos sees strong growth

### CHANNELS

Supermarkets is the leading channel

Further expansion of retail e-commerce

### CATEGORY DATA

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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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[Staple Foods in Austria - Industry Overview](#)

## EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

## KEY DATA FINDINGS

### 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

Artisanal products and private label ranges play key role

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## CHANNELS

Supermarkets continues to evolve

Supermarket players play important role in growing presence of retail e-commerce

## MARKET DATA

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-austria/report](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-austria/report).