



Euromonitor  
International

# Meals and Soups in Austria

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## Meals and Soups in Austria - Category analysis

### 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

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Rising number of outlets boosts forecourt retailers

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## Cooking Ingredients and Meals in Austria - Industry Overview

### 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

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