



Euromonitor
International

HW Snacks in Austria

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan is the leading health and wellness claim as plant-based diets increase
Consumers reach for high protein snacks that align with health and fitness goals
Local player Kelly's offers health and wellness savoury snacks with a focus on innovation

PROSPECTS AND OPPORTUNITIES

Brands will reduce sugar levels while aiming to retain texture and taste
Dairy free is set to gain ground as concerns regarding lactose intolerance rise
Gluten free claim will be utilised on snack products that are naturally free from gluten

CATEGORY DATA

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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