



Euromonitor
International

HW Dairy Products and Alternatives in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning strengthens as consumers prioritise “simple” dairy and plant-based options

INDUSTRY PERFORMANCE

Clean label expectations and “better for you” routines drive value-added dairy

Lactose free benefits from digestive comfort positioning and mainstream adoption

Good source of minerals supports everyday functional nutrition in milk and yoghurt

WHAT'S NEXT

Naturalness, digestive health and functional benefits to guide future dairy choices

Lactose free expected to rise steadily as dietary comfort remains a priority

Good source of minerals expected to grow gradually through ongoing functionalisation

CATEGORY DATA

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[Health and Wellness in Austria - Industry Overview](#)

EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples

Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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