



HW Cooking Ingredients and Meals in Austria

February 2026

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HW Cooking Ingredients and Meals in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led everyday cooking supports free from and clean-label choices

INDUSTRY PERFORMANCE

Simple ingredient lists and dietary suitability shape cooking and meal solutions

Organic cooking ingredients grows steadily as “better sourcing” becomes a mainstream expectation

Vegetarian options strengthen as flexitarian routines influence home cooking

WHAT'S NEXT

Preventative health, flexitarian eating and “cleaner cooking” to shape future demand

Organic expected to rise, but premium pricing will keep growth steady

Vegetarian expected to expand through mainstream meal solutions and wider usage occasions

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

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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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