



Euromonitor
International

HW Cooking Ingredients and Meals in Austria

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free drives retail value growth as consumers seek goods with health benefits
The vegetarian claim drives sales, as meat-free and flexitarian diets increase in Austria
Busier lifestyles drive demand for convenient but healthy meal solutions

PROSPECTS AND OPPORTUNITIES

Plant-based and vegan products continue to innovate, offering consumers healthy, ethical goods
Domestic players gain ground in sweet spreads, offering organic goods with local ingredients
Good source of minerals and no allergen products respond to rising health concerns

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-austria/report.