

## **Fortified/Functional Packaged Food in Austria**

Market Direction | 2022-06-20 | 30 pages | Euromonitor

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### **Report description:**

Fortified/functional (FF) packaged food is not a particularly large segment in the Austrian market, with consumers generally displaying little concern about lack of nutrition and a related need for enrichment when it comes to food products. The most prominent area of fortified/functional packaged food is dairy, with demand supported by consumer interest in probiotic yoghurt. Within dairy, the trend towards products with added protein is also strong, especially for consumers that are engaged in r...

Euromonitor International's Fortified/Functional Packaged Food in Austria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Fortified/Functional Packaged Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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