

Organic Packaged Food in Austria

Market Direction | 2022-06-20 | 27 pages | Euromonitor

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Report description:

Organic sales have also benefited from Austrian consumers' poor perception of the country's food industry. A series of food scandals, especially in the country's meat industry, has driven demand for regional and organic food. This in turn has strengthened Austria's organic sector, which has the highest percentage of organically farmed agricultural land in the EU. The strength of organic packaged food in Austria is underpinned by an exceptional distribution network, at least in comparison to othe...

Euromonitor International's Organic 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: Organic Baby Food, Organic Bread, Organic Breakfast Cereals, Organic Chilled Processed Meat and Seafood, Organic Confectionery, Organic Dairy, Organic Edible Oil, Organic Frozen Meat, Seafood, Fruit and Vegetables, Organic Ice Cream, Organic Ready Meals, Organic Rice, Pasta and Noodles, Organic Sauces, Dressings and Condiments, Organic Savoury Snacks, Organic Shelf Stable Meat, Seafood, Fruit and Vegetables, Organic Soup, Organic Spreads, Organic Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Organic Packaged Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;

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* Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Organic Packaged Food in Austria
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List Of Contents And Tables

ORGANIC PACKAGED FOOD IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Interest in organic supported by consumer concerns about food industry

Gaining attention across categories

Rising interest in dairy and baby food

PROSPECTS AND OPPORTUNITIES

Organic to remain a key driver of growth in health and wellness market

Organic compatible with eco trend

Retailers' commitment to organic to expand access

CATEGORY DATA

Table 1 Sales of Organic Packaged Food by Category: Value 2016-2021

Table 2 NBO Company Shares of Organic Packaged Food: % Value 2017-2021

Table 3 LBN Brand Shares of Organic Packaged Food: % Value 2018-2021

Table 4 Distribution of Organic Packaged Food by Format: % Value 2016-2021

Table 5 Forecast Sales of Organic Packaged Food by Category: Value 2021-2026

Table 6 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 7 Sales of Health and Wellness by Type: Value 2016-2021

Table 8 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 9 Sales of Health and Wellness by Category: Value 2016-2021

Table 10 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 11 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 13 NBO Company Shares of Health and Wellness: % Value 2017-2021

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Table 14 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 15 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 16 □Distribution of Health and Wellness by Format and Category: % Value 2021

Table 17 □Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 18 □Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 19 □Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 20 □Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 21 □Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 22 □Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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