

Processed Meat, Seafood and Alternatives To Meat in Austria

Market Direction | 2023-05-09 | 23 pages | Euromonitor

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Report description:

Thanks to the country's vaccination programme life in Austria began to return to relative normality in 2022 with consumers finally starting to spend more time away from the home again. With Austrians gradually spending more time out of home in 2022 they also cooked less often and also consumed less processed meat, seafood and alternatives to meat at home compared to 2020 and 2021. The decline was slower in current value terms than retail volume terms in 2022 which was largely because of the impa...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Austria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
May 2023

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Local and multinational players compete side by side

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