

Plant-Based Dairy in Austria

Market Direction | 2023-09-25 | 18 pages | Euromonitor

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Report description:

In 2023, plant-based dairy is set to perform well, with average unit prices remaining relatively stable. The demand for plant-based products continues as more and more consumers take an interest in animal welfare, the environment and health. Plant-based cheese records the most dynamic performance within plant-based dairy; however, growth stems from a very low sales base. New product launches within plant-based cheese are aiding sales, appealing to consumers interested in dairy alternatives.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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Alpro GmbH retains its lead, offering the favoured brand in soy Milk

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