

## **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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## **Table of Contents:**

Plant-Based Dairy in Austria  
Euromonitor International  
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List Of Contents And Tables

### **PLANT-BASED DAIRY IN AUSTRIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Plant-based dairy continues to grow, with sales boosted by new product launches

Other plant-based milk records strong growth, with oat milk driving sales

Alpro GmbH retains its lead, offering the favoured brand in soy Milk

#### **PROSPECTS AND OPPORTUNITIES**

Rising interest in sustainability boosts sales of plant-based dairy

Plant-based cheese records high levels of growth, driven by new product launches

Private label set to gain ground, benefiting from attractive price points

#### **CATEGORY DATA**

Table 1 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 2 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 3 Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 4 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 5 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 6 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 7 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 8 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

### **DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRIA**

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### **MARKET DATA**

Table 9 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 10 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 12 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 13 Penetration of Private Label by Category: % Value 2018-2023

Table 14 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 15 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 16 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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#### **SOURCES**

Summary 1 Research Sources

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