

HW Dairy Products and Alternatives in Austria

Market Direction | 2023-12-13 | 14 pages | Euromonitor

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Report description:

2022 saw further expansion of the subgroup of Austrian consumers who are paying significant attention to their physical and mental health and the role that their diet plays in maintaining good physical and mental health. This has supported rising demand for functional and fortified dairy products and alternatives, with high protein dairy products and alternatives in particular benefiting from this ongoing trend. High protein dairy products and alternatives witnessed strong sales growth throughou...

Euromonitor International's HW Dairy Products and Alternatives 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein dairy products and alternatives gains ground among the health-conscious

Lactose free popular due to spreading consumer awareness of lactose intolerance

Hypoallergenic the strongest performer in 2023 as consumers look to avoid allergens

PROSPECTS AND OPPORTUNITIES

Sustained demand for organic dairy products and alternatives to continue

Lactose free to remain a major health and wellness claim in dairy products and alternatives

Cardiovascular health expected to record growth as the obesity epidemic builds

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Overview

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