

HW Snacks in Austria

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

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Report description:

Health and wellness savoury snacks remained highly popular among Austrian consumers at the end of the review period as significant numbers of local consumers looked to reduce their intake of snacks that are high in salt, fat and artificial ingredients at a time when the long-term health implications of a diet that is high in such ingredients are becoming more widely known. This trend is being spurred mainly by rising interest in health and wellness nuts, seeds and trail mixes as well as buoyant...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW Snacks 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 SNACKS IN AUSTRIA

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Gluten free remains the largest category in health and wellness snacks

Dairy free health and wellness snacks record sales growth during 2022

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Superfruit a category to watch out for

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

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