

Cooking Ingredients and Meals in Austria

Market Direction | 2024-04-09 | 47 pages | Euromonitor

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Report description:

Sales in cooking ingredients and meals continued to stabilise in Austria in 2023. This is thanks to inflation starting to slow down, thus resulting in more stable food prices. For example, we can note this in edible oils, which was a category strongly affected by price hikes and product scarcity at certain points, thus resulting in consumers switching to less expensive options and budget labels.

Euromonitor International's Cooking Ingredients and Meals 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals 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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Sales in edible oils stabilise after an era of price hikes and supply disruptions

Olive oil remains an important subcategory, despite some challenges faced

Vereinigte Fettwarenindustrie maintains its lead thanks to AMA seal approval and ongoing sustainability initiatives

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Unilever maintains its company lead thanks to ongoing innovation and strong advertising campaigns

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