

Sauces, Dips and Condiments in Austria

Market Direction | 2024-04-09 | 23 pages | Euromonitor

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Report description:

Sales in sauces, dips and condiments maintained demand in Austria in 2023, resulting in positive value growth underlined by still-high prices, alongside smaller volume growth due to the baseline demand. These factors are being driven by cross-category trends, such as ongoing hybrid working practices resulting in consumers preparing lunch at home more frequently than seen pre-pandemic. Indeed, sauces, dips and condiments lend themselves well to the preparation of convenient, fast, and easy meal p...

Euromonitor International's Sauces, Dips and Condiments 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: Cooking Ingredients and Condiments, Dips, Other Sauces and Condiments, Pickled Products, Sauces, Yeast-based 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 Sauces, Dips and Condiments 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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Euromonitor International
April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Baseline demand supports small positive volume sales, while still-high prices support value growth

Various sauces continue to prove popular with consumers, from pasta options to barbecue

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

PROSPECTS AND OPPORTUNITIES

Baseline demand will continue, with prices expected to stabilise and support stronger volume growth

Vegan mayonnaise tipped as an area to watch, in line with ongoing health and wellness trends

Products which offer exotic flavours are expected to fare well

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