

## **Processed Fruit and Vegetables in Austria**

Market Direction | 2024-05-17 | 22 pages | Euromonitor

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### **Report description:**

After a challenging year in 2022 in which volume sales declined sharply, sales of processed fruit and vegetables witnessed a notable resurgence in 2023 in Austria. This turnaround can be attributed to various factors, including a slightly more stable economic situation, heightened consumer interest in convenient and nutritious food options, and ongoing advancements in product innovation.

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- \* Get a detailed picture of the Processed Fruit and Vegetables 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

May 2024

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Sales rebound in 2023 as some stability returns to the market in the wake of the pandemic

Regional and sustainable products find favour among shoppers

Healthy and convenient options proving popular among busy Austrians

#### PROSPECTS AND OPPORTUNITIES

Demand set to continue growing as consumers pursue healthier lifestyles

Frozen processed fruit and vegetables expected to be a hotbed of innovation as consumers look for healthy and convenient options

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