

Processed Meat, Seafood and Alternatives To Meat in Austria

Market Direction | 2024-05-17 | 24 pages | Euromonitor

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Report description:

Sales of meat and seafood substitutes in Austria experienced a temporary decline in retail volume terms in 2022, attributed to various factors such as supply chain disruptions, economic uncertainty and shifting consumer preferences. The category faced increased competition from conventional meat and seafood products as some consumers reverted to familiar choices during times of uncertainty. However, in 2023, the category rebounded and registered dynamic growth in value and volume terms.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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 Meat, Seafood and Alternatives to Meat 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN AUSTRIA

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Sales of meat and seafood substitutes bounce back as consumers find a renewed taste for plant-based offerings
Private label leads the way in meat and seafood substitutes
Meat and seafood substitutes continues to attract attention from consumers as red meat faces the chop due to health concerns

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STAPLE FOODS IN AUSTRIA

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