

## **HW Cooking Ingredients and Meals in Austria**

Market Direction | 2024-07-16 | 16 pages | Euromonitor

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### **Report description:**

The prevalence of allergies in Austria has increased demand for gluten free cooking ingredients and meals, while those without gluten intolerances continue to avoid gluten for health benefits. These consumers believe reducing or eliminating gluten will aid digestion and reduce inflammation. As a result, gluten free in cooking ingredients and meals drove the highest retail value sales in 2023, with the strongest value growth in coming from gluten free sweet spreads at 29%, followed by gluten free...

Euromonitor International's HW Cooking Ingredients and Meals 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW 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 HW 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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Euromonitor International  
July 2024

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**HW COOKING INGREDIENTS AND MEALS IN AUSTRIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Gluten free drives retail value growth as consumers seek goods with health benefits

The vegetarian claim drives sales, as meat-free and flexitarian diets increase in Austria

Busier lifestyles drive demand for convenient but healthy meal solutions

**PROSPECTS AND OPPORTUNITIES**

Plant-based and vegan products continue to innovate, offering consumers healthy, ethical goods

Domestic players gain ground in sweet spreads, offering organic goods with local ingredients

Good source of minerals and no allergen products respond to rising health concerns

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**HEALTH AND WELLNESS IN AUSTRIA**

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Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

**DISCLAIMER**

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