

HW Dairy Products and Alternatives in Austria

Market Direction | 2024-07-16 | 17 pages | Euromonitor

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Report description:

Health and wellness was a key trend in dairy products and alternatives in 2023, shaping demand and consumer purchasing habits. Lactose free drove the strongest retail value sales, while organic dairy and alternatives continued to gain ground, driven by health, wellness and ethical concerns. Due to the lack of pesticides, many Austrians believe that organic products have a higher nutritional profile. In organic milk and cheese, sales were also driven by consumers' rising concerns for animal welfa...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and ethical concerns drive demand for wellness attributes in dairy products and alternatives

Lactose free goods record strong sales despite being challenged by rising inflation

Vegetarian dairy products and alternatives record robust growth, as animal welfare concerns rise

PROSPECTS AND OPPORTUNITIES

Organic dairy products and alternatives gain ground as consumers look for strong nutritional value

High protein records growth as health and fitness regimes rise in Austria

Hypoallergenic options align with consumers rising concerns about allergies

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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