

HW Snacks in Austria

Market Direction | 2024-07-16 | 14 pages | Euromonitor

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Report description:

Interest in vegan goods in Austria has been bolstered by a rise in plant-based diets, with concerns surrounding environmental and animal welfare shaping buying habits. This consumer trend has impacted health and wellness snacks, with vegan claims leading the landscape. In addition to ethical and eco concerns, consumers are increasingly selecting vegan options to obtain snacks lower in saturated fat and lactose, aiming to benefit their long-term health. Vegan snack bars often utilise gluten free...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 SNACKS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan is the leading health and wellness claim as plant-based diets increase
Consumers reach for high protein snacks that align with health and fitness goals
Local player Kelly's offers health and wellness savoury snacks with a focus on innovation

PROSPECTS AND OPPORTUNITIES

Brands will reduce sugar levels while aiming to retain texture and taste
Dairy free is set to gain ground as concerns regarding lactose intolerance rise
Gluten free claim will be utilised on snack products that are naturally free from gluten

CATEGORY DATA

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HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

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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