

## **HW Staple Foods in Austria**

Market Direction | 2024-07-16 | 15 pages | Euromonitor

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### **Report description:**

Animal welfare is increasingly impacting Austrian consumers' buying decisions, with organic meat, cruelty-free farming, and vegan options gaining ground. While approximately 2% of the Austrian population are vegans, an increasing number of consumers are becoming flexitarian, avoiding meat on a flexible basis, choosing to have meat-free days within their week. Media coverage of animal welfare issues has improved consumer awareness and encouraged many to choose a vegetarian, flexitarian or vegan l...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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 Staple Foods in Austria  
Euromonitor International  
July 2024

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**HW STAPLE FOODS IN AUSTRIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

The rise in vegan and flexitarian diets boosts growth for the vegan health claims  
Organic processed meat drives double-digit value growth fuelled by welfare and health concerns  
Gluten free rises as consumers look to improve inflammation and gut health

**PROSPECTS AND OPPORTUNITIES**

No allergens drives growth as consumers become wary of the ingredients they consume  
Organic options continue to drive sales, supported by Austrian retailer's own brands  
Wellness trends encourage more consumers to exclude gluten from their diet

**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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