

Dairy Products and Alternatives in Austria

Market Direction | 2024-08-06 | 72 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The demand for dairy products and alternatives in Austria remains at a high level. In 2024, retail current value sales of dairy products and alternatives are set to continue to see good, if much slower than in 2022 and 2023, growth. Inflation continues to exert an influence, despite a slowing rate. Prices for dairy products are higher than in 2023, if rising more slowly. However, the positive retail current value performance is largely attributed to price increases as overall retail volume sales...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the 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.

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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dairy Products and Alternatives in Austria

Euromonitor International

August 2024

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 5 Penetration of Private Label by Category: % Value 2019-2024

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

APPENDIX

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low birth rates undermine demand

Players keep up with latest developments to enhance their milk formula offer

Hipp leverages high consumer recognition and trust to lead the way

PROSPECTS AND OPPORTUNITIES

Birth rates to continue to dampen growth potential

Convenience factor to boost the use of milk formula

Familiar and trusted brands to continue to shape baby food

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024

Table 10 Sales of Baby Food by Category: Value 2019-2024

Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 14 NBO Company Shares of Baby Food: % Value 2020-2024

Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 16 Distribution of Baby Food by Format: % Value 2019-2024

Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Butter shapes average unit price trajectory

Becel sees a revamp to appeal to a new, younger, health-conscious audience

The leading player invests in new products and sustainability

PROSPECTS AND OPPORTUNITIES

New healthier image for margarine and spreads

Butter to continue to lead the way

Local players and private label to continue to hold sway in butter

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

CHEESE IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable demand for cheese

Convenience and economy favour packaged hard cheese

Mozzarella's versatility wins over consumers

PROSPECTS AND OPPORTUNITIES

Austria to remain a cheese eating country

Local dairies lead the way

Wide offer and accessibility favour supermarkets

CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

Table 41 □Distribution of Cheese by Format: % Value 2019-2024

Table 42 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 □Forecast Sales of Cheese by Category: Value 2024-2029

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DRINKING MILK PRODUCTS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Move away from cow's milk continues

Shelf stable milk continues to benefit from pricing and convenience advantages

Sustainable packaging gains momentum

PROSPECTS AND OPPORTUNITIES

Slow decline anticipated in drinking milk products over the forecast period

Health and wellness trend to shape flavoured milk drinks

Private label is set to continue to leverage strong retail assortments

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plain yoghurt fits with health and wellness and customisation demands

Health and wellness is shaping yoghurt and sour milk products

Nom continues to invest to lead yoghurt and sour milk products

PROSPECTS AND OPPORTUNITIES

Sustainability to continue to gain weight in yoghurt and sour milk products

Health and wellness to remain a development and growth driver

Strong local offer to push the category

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

OTHER DAIRY IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chilled dairy desserts to post the fastest growth

Key trends prove robust in other dairy

Danone innovates to stay ahead of the field

PROSPECTS AND OPPORTUNITIES

Modest growth trajectory predicted for other dairy

Large modern grocery retailers to dominate distribution

Cream to suffer from maturity

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN AUSTRIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based cheese continues to gain momentum

Billa reduces tax rate for plant-based milk to stimulate demand

Alpro leads but private label continues to gain ground

PROSPECTS AND OPPORTUNITIES

Shift to plant-based milk to continue

Plant-based cheese to see more development and growth

Growing competition anticipated in plant-based dairy

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Austria

Market Direction | 2024-08-06 | 72 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com