

**Processed Fruit and Vegetables in Austria**

Market Direction | 2024-11-25 | 22 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

**Report description:**

Volume sales have turned positive for processed fruit and vegetables in Austria in 2024, with the category also seeing increased average unit prices. Frozen processed vegetables is posting the slowest rises as it faces intense competition from fresh counterparts, while frozen fruit is showing the strongest growth thanks to its products' suitability for smoothies and shakes. New launches and expanding shelf space are also pushing sales within frozen fruit, with more types of fruit becoming availa...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

**Why buy this report?**

- \* Get a detailed picture of the Processed Fruit and Vegetables 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](http://www.scotts-international.com)

## Table of Contents:

Processed Fruit and Vegetables in Austria

Euromonitor International

November 2024

### List Of Contents And Tables

#### PROCESSED FRUIT AND VEGETABLES IN AUSTRIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Positive volume sales in 2024

Iglo leads category by wide margin

Frozen options account for largest slice of sales, with convenience and health trends propelling growth

##### PROSPECTS AND OPPORTUNITIES

Demand for convenience means strong growth forecast

Sustainability and regionality to remain key category trends

Frozen potatoes will continue to rise, while diversification expands throughout overall category

##### CATEGORY DATA

Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024

Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024

Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024

Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 10 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 11 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

##### STAPLE FOODS IN AUSTRIA

##### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2019-2024

Table 14 Sales of Staple Foods by Category: Value 2019-2024

Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Staple Foods by Format: % Value 2019-2024

Table 21 Forecast Sales of Staple Foods 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 22 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

**Processed Fruit and Vegetables in Austria**

Market Direction | 2024-11-25 | 22 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)