



Sweet Spreads in Austria

April 2024

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Sweet Spreads in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures linger in sweet spreads, suppressing potential sales
D'Arbo maintains its lead thanks to reputation of excellence in meeting consumers' demands
Health and wellbeing trends promote developments in reduced sugar variants

PROSPECTS AND OPPORTUNITIES

Ongoing developments expected, to meet evolving consumer demands
Nut and seed spreads will benefit from further innovation over the forecast period
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