



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Austria

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid growth seen for overall category in 2024
- Hofer still in the lead, with Rewe and Spar investing more in substitutes
- Processed meat popular choice among Austrians, though substitutes are rising

PROSPECTS AND OPPORTUNITIES

- Processed meat, seafood and substitutes set to expand over forecast period
- Environmental and animal welfare concerns will have growing impact, prompting innovation in meat and seafood substitutes
- Consumers will become more focused on product quality

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
- Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
- Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Staple Foods in Austria - Industry Overview

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 15 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 16 - Sales of Staple Foods by Category: Value 2019-2024
- Table 17 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
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- Table 19 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 20 - LBN Brand Shares of Staple Foods: % Value 2021-2024
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- Table 23 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
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- Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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## SOURCES

### Summary 1 - Research Sources

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