



# HW Snacks in Austria

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Vegan is the leading health and wellness claim as plant-based diets increase  
Consumers reach for high protein snacks that align with health and fitness goals  
Local player Kelly's offers health and wellness savoury snacks with a focus on innovation

### PROSPECTS AND OPPORTUNITIES

Brands will reduce sugar levels while aiming to retain texture and taste  
Dairy free is set to gain ground as concerns regarding lactose intolerance rise  
Gluten free claim will be utilised on snack products that are naturally free from gluten

### CATEGORY DATA

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## Health and Wellness in Austria - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

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