



# HW Dairy Products and Alternatives in Austria

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and ethical concerns drive demand for wellness attributes in dairy products and alternatives

Lactose free goods record strong sales despite being challenged by rising inflation

Vegetarian dairy products and alternatives record robust growth, as animal welfare concerns rise

#### PROSPECTS AND OPPORTUNITIES

Organic dairy products and alternatives gain ground as consumers look for strong nutritional value

High protein records growth as health and fitness regimes rise in Austria

Hypoallergenic options align with consumers rising concerns about allergies

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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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