



# HW Cooking Ingredients and Meals in Austria

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gluten free drives retail value growth as consumers seek goods with health benefits  
The vegetarian claim drives sales, as meat-free and flexitarian diets increase in Austria  
Busier lifestyles drive demand for convenient but healthy meal solutions

#### PROSPECTS AND OPPORTUNITIES

Plant-based and vegan products continue to innovate, offering consumers healthy, ethical goods  
Domestic players gain ground in sweet spreads, offering organic goods with local ingredients  
Good source of minerals and no allergen products respond to rising health concerns

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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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

#### DISCLAIMER

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