



HW Staple Foods in Austria

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise in vegan and flexitarian diets boosts growth for the vegan health claims

Organic processed meat drives double-digit value growth fuelled by welfare and health concerns

Gluten free rises as consumers look to improve inflammation and gut health

PROSPECTS AND OPPORTUNITIES

No allergens drives growth as consumers become wary of the ingredients they consume

Organic options continue to drive sales, supported by Austrian retailer's own brands

Wellness trends encourage more consumers to exclude gluten from their diet

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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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