



# HW Staple Foods in Austria

July 2024

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### 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

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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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