

# Health and Wellness in Austria

July 2024

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## Health and Wellness in Austria

### EXECUTIVE SUMMARY

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

### DISCLAIMER

## HW Hot Drinks in Austria

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No caffeine drives retail value sales as Austrians aim to improve their wellbeing  
Good source of antioxidants records solid growth as consumers seek functional benefits  
Innovations focus on organic claims, aligning with health and sustainability demands

#### PROSPECTS AND OPPORTUNITIES

Functional and fortified options gather pace as consumers appreciate added value  
Natural hot drinks benefit from negative media discussion surrounding ultra-processed food  
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#### 2023 DEVELOPMENTS

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Energy boosting drives retail value sales as busy consumers seek an uplift during the day  
Innovations focus on fortified and functional options as brands look to add-value

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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

#### PROSPECTS AND OPPORTUNITIES

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