

Butter and Spreads in Austria

September 2023

Table of Contents

Butter and Spreads in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales fall as prices decline with deals and discounts available

Retail volume sales increase as Margarine benefits from affordable price points

Upfield Austria continues to lead, offering consumers Plant-Based options

PROSPECTS AND OPPORTUNITIES

Butter accounts for the bulk of sales, while Margarine benefits from lower prices

Private label continues to have a solid performance in Butter and Spreads

Vegan Margarine to garner more interest across the forecast period

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023

Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 7 - Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Austria - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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