

# HW Cooking Ingredients and Meals in Austria

December 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Convenience trend pushes sales of health and wellness meals and soups  
Vegetarian remains the largest category as more consumers are avoiding meat  
Sales of no allergens products increasing amidst rising incidence of food allergies

#### PROSPECTS AND OPPORTUNITIES

Health and wellness set to remain a major influence on demand for sweet spreads  
Vegan slated for a spike in demand due to rising sustainability and health concerns  
Good source of minerals set to rise amidst mounting concern over poor nutrition

#### CATEGORY DATA

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### Health and Wellness in Austria - Industry Overview

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Overview

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