

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

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

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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

DISCLAIMER

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