

Drinking Milk Products in Austria

September 2023

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Drinking Milk Products in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flavoured milk drinks benefit from on-the-go consumption, with added-value driving sales Cow's milk leads sales; however, plant-based milk is a growing threat Berglandmilch retains its lead while focusing on sustainable goals

PROSPECTS AND OPPORTUNITIES

Flavoured milk drinks remain popular, with added protein boosting sales Longer life products offer convenience and price savings, driving demand Private label offerings will account for the majority of shares in drinking milk

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