

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

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Overview

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