



Health and Wellness in Austria

February 2026

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EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples
Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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HW Hot Drinks in Austria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven moderation supports decaffeinated coffee and tea occasions

INDUSTRY PERFORMANCE

Tea gains ground as consumers seek lower caffeine options and health reassurance
No caffeine coffee grows as Austrian consumers reduce caffeine without leaving coffee culture behind
Organic and fair-trade tea benefits from wellness culture and demand for higher quality

WHAT'S NEXT

Health-led premiumisation to continue as consumers seek better quality and functional benefits
No caffeine coffee expected to expand steadily as moderation habits become more established
Organic tea expected to benefit from self-care routines and demand for “natural” health support

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HW Soft Drinks in Austria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven switching accelerates, boosting functional choices beyond carbonates

INDUSTRY PERFORMANCE

Reduced sugar and lower calorie choices reshape category dynamics
Reduced sugar carbonates gains relevance as consumers moderate intake without abandoning treats
Good source of vitamins and functional benefits expand through water, RTD tea and value-added formats

WHAT'S NEXT

Health-led switching and functional innovation to support growth beyond carbonates

Reduced sugar carbonates expected to outperform regular variants, but carbonates will remain challenged

Good source of vitamins expected to expand as consumers seek “added value” hydration

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[HW Snacks in Austria](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based routines support demand, but growth moderates as value for money becomes critical

INDUSTRY PERFORMANCE

“Permissible indulgence” and better ingredients shape healthier snacking choices

Gluten free expands beyond medical need as availability and quality improve

Organic snacks benefit from trust and sustainability cues, but remain premium

WHAT'S NEXT

Value-led wellness and plant-forward innovation to define the next stage of growth

Gluten free expected to rise steadily as dietary suitability becomes more normalised

Organic expected to grow gradually, driven by trust, but limited by affordability pressures

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[HW Dairy Products and Alternatives in Austria](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning strengthens as consumers prioritise “simple” dairy and plant-based options

INDUSTRY PERFORMANCE

Clean label expectations and “better for you” routines drive value-added dairy
Lactose free benefits from digestive comfort positioning and mainstream adoption
Good source of minerals supports everyday functional nutrition in milk and yoghurt

WHAT'S NEXT

Naturalness, digestive health and functional benefits to guide future dairy choices
Lactose free expected to rise steadily as dietary comfort remains a priority
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[HW Cooking Ingredients and Meals in Austria](#)

KEY DATA FINDINGS

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Health-led everyday cooking supports free from and clean-label choices

INDUSTRY PERFORMANCE

Simple ingredient lists and dietary suitability shape cooking and meal solutions
Organic cooking ingredients grows steadily as “better sourcing” becomes a mainstream expectation
Vegetarian options strengthen as flexitarian routines influence home cooking

WHAT'S NEXT

Preventative health, flexitarian eating and “cleaner cooking” to shape future demand
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CATEGORY DATA

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HW Staple Foods in Austria

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience remains essential, while healthier recipes drive new launches

INDUSTRY PERFORMANCE

Healthier convenience defines staple foods, alongside sustainability-led packaging improvements

Reduced and no sugar breakfast cereals gain traction as manufacturers reformulate

Gluten free staples expand further, driven by pasta and wider mainstream adoption

WHAT'S NEXT

Health-led reformulation and sustainable innovation to support stable growth

Reduced/no sugar cereals expected to rise as sugar content remains under pressure

Gluten free expected to grow steadily as product quality and availability improve further

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