Dairy Products and Alternatives in Austria

EXECUTIVE SUMMARY
Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Baby Food in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS
Glass jars and pouches boost sales of Prepared Baby Food, valued for convenience
Baby food sees sales growth as parents reach for convenient snack options

PROSPECTS AND OPPORTUNITIES
Baby food posts solid growth, boosted by liquid milk formula
Milk formula remains competitive as players launch plant-based options
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Butter and Spreads in Austria

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2023 DEVELOPMENTS

Current retail value sales fall as prices decline with deals and discounts available
Retail volume sales increase as Margarine benefits from affordable price points
Upfield Austria continues to lead, offering consumers Plant-Based options

PROSPECTS AND OPPORTUNITIES

Butter accounts for the bulk of sales, while Margarine benefits from lower prices
Private label continues to have a solid performance in Butter and Spreads
Vegan Margarine to garner more interest across the forecast period

CATEGORY DATA

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Cheese in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hard cheese remains popular, while soft cheese sees a boost in retail value growth
Local player Berglandmilch continues to lead, focusing on sustainable attributes
Private label players see sales rise as disposable incomes reduce

PROSPECTS AND OPPORTUNITIES

Steady growth set for the forecast period, driven by packaged hard cheese
Regional players promote the local aspect of their cheese to drive sales
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CATEGORY DATA

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Drinking Milk Products in Austria
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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Yoghurt and Sour Milk Products in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS
Protein-enriched options boost sales, aligning with rising health trends
Healthier, sustainable products are in demand
Local player Nöm maintains its lead, offering consumers innovative products

PROSPECTS AND OPPORTUNITIES
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Other Dairy in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label grows in popularity as disposable budgets reduce
Protein-enriched products grow in popularity within fromage frais and quark
Danone retains its lead in 2023, with a long-standing tradition in the country

PROSPECTS AND OPPORTUNITIES

Condensed and evaporated milk suffers from an old-fashioned image
Dairy based cream faces competition from plant-based options
Multinationals are set to maintain the lead, focusing on product innovation

CATEGORY DATA

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Plant-Based Dairy in Austria

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based dairy continues to grow, with sales boosted by new product launches
Other plant-based milk records strong growth, with oat milk driving sales
Alpro GmbH retains its lead, offering the favoured brand in soy Milk

PROSPECTS AND OPPORTUNITIES

Rising interest in sustainability boosts sales of plant-based dairy
Plant-based cheese records high levels of growth, driven by new product launches
Private label set to gain ground, benefiting from attractive price points

CATEGORY DATA

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