

Staple Foods in Austria

May 2023

Table of Contents

Staple Foods in Austria

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture Key trends in 2022 Competitive Landscape Channel developments What next for staple foods?

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2017-2022
Table 2 - Sales of Staple Foods by Category: Value 2017-2022
Table 3 - Sales of Staple Foods by Category: % Volume Growth 2017-2022
Table 4 - Sales of Staple Foods by Category: % Value Growth 2017-2022
Table 5 - NBO Company Shares of Staple Foods: % Value 2018-2022
Table 6 - LBN Brand Shares of Staple Foods: % Value 2019-2022
Table 7 - Penetration of Private Label by Category: % Value 2017-2022
Table 8 - Distribution of Staple Foods by Category: % Value 2017-2022
Table 9 - Forecast Sales of Staple Foods by Category: Volume 2022-2027
Table 10 - Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027
Table 11 - Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Austria

KEY DATA FINDINGS

2022 DEVELOPMENTS

As prices soar volume sales slump Healthy eating influencing demand for baked goods but desire for an occasional indulgence still persists Local names lead while artisanal baked goods continue to dominate

PROSPECTS AND OPPORTUNITIES

Category maturity likely to limit growth opportunities Stronger scrutiny on provenance can be an opportunity for baked goods manufacturers The digital world offers new opportunities despite limited interest in buying baked goods online

CATEGORY DATA

- Table 13 Sales of Baked Goods by Category: Volume 2017-2022
- Table 14 Sales of Baked Goods by Category: Value 2017-2022
- Table 15 Sales of Baked Goods by Category: % Volume Growth 2017-2022
- Table 16 Sales of Baked Goods by Category: % Value Growth 2017-2022
- Table 17 Sales of Pastries by Type: % Value 2017-2022
- Table 18 NBO Company Shares of Baked Goods: % Value 2018-2022
- Table 19 LBN Brand Shares of Baked Goods: % Value 2019-2022
- Table 20 Distribution of Baked Goods by Format: % Value 2017-2022
- Table 21 Forecast Sales of Baked Goods by Category: Volume 2022-2027
- Table 22 Forecast Sales of Baked Goods by Category: Value 2022-2027
- Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Breakfast Cereals in Austria

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation drives value growth as volume sales decline Healthier options find a growing audience Multinationals with global brands maintain their lead

PROSPECTS AND OPPORTUNITIES

Performance to stabilise as cost pressures gradually ease Health considerations present a challenge for manufacturers of breakfast cereals Health, convenience and indulgence could influence the future of the category

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2017-2022Table 26 - Sales of Breakfast Cereals by Category: Value 2017-2022Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2017-2022Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2018-2022Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2019-2022Table 31 - Distribution of Breakfast Cereals by Format: % Value 2017-2022Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2022-2027Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

Processed Fruit and Vegetables in Austria

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales slump as consumers emerge from home seclusion Sustainable and regional products in vogue Consumers balancing healthy claims with convenience factor

PROSPECTS AND OPPORTUNITIES

The new normal likely to translate into healthy volume growth Prices expected to stabilise Sustainability likely to become even more important to consumers

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2017-2022Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

Processed Meat, Seafood and Alternatives To Meat in Austria.

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising prices and less time spent at home puts pressure of sales in 2022 Meat and seafood substitutes attracting interest Local and multinational players compete side by side

PROSPECTS AND OPPORTUNITIES

Volume sales expected to return to positive growth as Austria enters a period of normalisation More consumers expected to take a flexitarian approach to their diet Premiumisation expected to be seen within processed meat, seafood and alternatives to meat

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Rice, Pasta and Noodles in Austria

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand drops to a more representative level as life returns to relative normality Most innovations within pasta Private label proves popular in a period of economic uncertainty

PROSPECTS AND OPPORTUNITIES

Demand to stabilise with pasta a key component of the Austrian diet Organic and gluten-free pasta offers promise Noodles see growth potential as consumers show a willingness to experiment

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2017-2022Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022
Table 69 - NBO Company Shares of Rice: % Value 2018-2022
Table 70 - LBN Brand Shares of Rice: % Value 2019-2022
Table 71 - NBO Company Shares of Pasta: % Value 2018-2022
Table 72 - LBN Brand Shares of Pasta: % Value 2019-2022
Table 73 - NBO Company Shares of Noodles: % Value 2018-2022
Table 74 - LBN Brand Shares of Noodles: % Value 2019-2022
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022
Table 76 - Distribution of Rice by Format: % Value 2017-2022
Table 77 - Distribution of Pasta by Format: % Value 2017-2022
Table 78 - Distribution of Noodles by Format: % Value 2017-2022
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-austria/report.