

Plant-Based Dairy in Austria

September 2023

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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

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Plant-based cheese records high levels of growth, driven by new product launches

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