

Meals and Soups in Austria

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

While inflation slows down, still-high price points continue to suppress potential sales

Vegetarian and plant-based options increase their presence across categories

The convenience of frozen pizza attracts consumer attention

PROSPECTS AND OPPORTUNITIES

Consumers will continue to demand more sustainable packaging options

Health claims and concerns will continue to play a big role in the industry

Food kits to continue to grow in popularity

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 - Sales of Meals and Soups by Category: Value 2018-2023

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 7 - Sales of Soup by Leading Flavours: Rankings 2018-2023

Table 8 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 10 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Austria - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 21 - Penetration of Private Label by Category: % Value 2018-2023

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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