

# HW Snacks in Austria

December 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Kelly's the leading name across all health and wellness savoury snacks categories

Gluten free remains the largest category in health and wellness snacks

Dairy free health and wellness snacks record sales growth during 2022

#### PROSPECTS AND OPPORTUNITIES

Reducing sugar levels to emerge as a focus area in health and wellness snacks

Vegan to emerge as the most promising health and wellness snacks category

Superfruit a category to watch out for

#### CATEGORY DATA

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## Health and Wellness in Austria - Industry Overview

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Overview

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