

# HW Dairy Products and Alternatives in Austria

December 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

High protein dairy products and alternatives gains ground among the health-conscious

Lactose free popular due to spreading consumer awareness of lactose intolerance

Hypoallergenic the stongest performer in 2023 as consumers look to avoid allergens

### PROSPECTS AND OPPORTUNITIES

Sustained demand for organic dairy products and alternatives to continue

Lactose free to remain a major health and wellness claim in dairy products and alternatives

Cardiovascular health expected to record growth as the obesity epidemic builds

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## Health and Wellness in Austria - Industry Overview

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Overview

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