

HW Staple Foods in Austria

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on animal welfare pushes sales of organic processed meat
Gluten free remains the most important health and wellness staple foods category
No allergens clocks growth in 2022 as food allergies become more common

PROSPECTS AND OPPORTUNITIES

Private label to benefit from increasing demand for organic staple foods
Gluten free slated for further success as consumers increasingly look to avoid gluten
Immune support slated to rise over the forecast period

CATEGORY DATA

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Overview

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