

Cheese in Austria

March 2023

Table of Contents

Cheese in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Value sales continue to rise, despite stagnating volume demand

Hard cheese remains the most popular

Local player Berglandmilch continues to lead

PROSPECTS AND OPPORTUNITIES

Steady growth expected for cheese, driven by packaged hard cheese

Sustainable ingredients and plant-based competition are key future trends

Good prospects for private label

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2017-2022

Table 2 - Sales of Cheese by Category: Value 2017-2022

Table 3 - Sales of Cheese by Category: % Volume Growth 2017-2022

Table 4 - Sales of Cheese by Category: % Value Growth 2017-2022

Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 6 - Sales of Soft Cheese by Type: % Value 2017-2022

Table 7 - Sales of Hard Cheese by Type: % Value 2017-2022

Table 8 - NBO Company Shares of Cheese: % Value 2018-2022

Table 9 - LBN Brand Shares of Cheese: % Value 2019-2022

Table 10 - Distribution of Cheese by Format: % Value 2017-2022

Table 11 - Forecast Sales of Cheese by Category: Volume 2022-2027

Table 12 - Forecast Sales of Cheese by Category: Value 2022-2027

Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Austria - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

Chart 1 - Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

Chart 2 - Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 19 - Penetration of Private Label by Category: % Value 2017-2022

Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cheese-in-austria/report.