

Better For You Packaged Food in Austria

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Abstracts

Within packaged food, better for you (BFY) products are mostly found in dairy, typically in the form of reduced fat products. In staples, the BFY product offer is relatively limited in the Austrian market. There are reduced fat products within chilled and frozen meat and seafood, but their sales are quite niche and the growth trend largely follows that of the main meat and seafood products. Austrian consumers do not pay very much attention to having a lower fat content in their meat or seafood i...

Euromonitor International's Better For You Packaged Food in Austria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BETTER FOR YOU PACKAGED FOOD IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Focus on reduced fat dairy

Established packaged food players expand BFY offer

Shift in attention towards sugar

PROSPECTS AND OPPORTUNITIES

Reduced sugar innovations expected to perform well in sweet spreads

Opportunities, but also challenges

Increasing emphasis on environmental issues

CATEGORY DATA

Table 1 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 2 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 5 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026

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SOURCES

Summary 1 Research Sources

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