

Butter and Margarine in Austria

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Abstracts

In 2017, the category was strongly influenced by the ongoing health trend, as consumers pursue healthier nutrition and healthier living. Accordingly, many consumers in Austria are turning to vegan and vegetarian nutrition, and the number of products carrying the V-Label of European Vegetarian Union increased in Austria over the review period. This caused many consumers to opt for products made of herbal fats rather than fats of animal origin in 2017. Another trend observed in butter and margarin...

Euromonitor International's Butter and Margarine in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

Get a detailed picture of the Butter and Margarine 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.

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