

Fortified/Functional Packaged Food in Austria

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Abstracts

Fortified/functional (FF) packaged food is not a particularly large segment in the Austrian market, with consumers generally displaying little concern about lack of nutrition and a related need for enrichment when it comes to food products. The most prominent area of fortified/functional packaged food is dairy, with demand supported by consumer interest in probiotic yoghurt. Within dairy, the trend towards products with added protein is also strong, especially for consumers that are engaged in r...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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

FORTIFIED/FUNCTIONAL PACKAGED FOOD IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for probiotic yoghurt and protein-enriched dairy

Emergence of interest in protein-enriched bread

COVID-19 concerns boost consumer interest in added vitamins

PROSPECTS AND OPPORTUNITIES

Continuing interest in “superfoods”

Improved performance for FF gum

Fitness and body-consciousness to support demand for protein-enriched products

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Chocolate Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 8 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 9 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 10 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 11 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 12 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 13 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 14 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 15 Forecast Sales of Fortified/Functional 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 16 Sales of Health and Wellness by Type: Value 2016-2021

Table 17 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Category: Value 2016-2021

Table 19 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 20 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 21 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 22 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 23 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 24 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 25 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 26 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 30 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 31 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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