

HW Dairy Products and Alternatives in Austria

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Abstracts

2022 saw further expansion of the subgroup of Austrian consumers who are paying significant attention to their physical and mental health and the role that their diet plays in maintaining good physical and mental health. This has supported rising demand for functional and fortified dairy products and alternatives, with high protein dairy products and alternatives in particular benefiting from this ongoing trend. High protein dairy products and alternatives witnessed strong sales growth throughout...

Euromonitor International's HW Dairy Products and Alternatives 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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

HW Dairy Products and Alternatives in Austria
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LIST OF CONTENTS AND TABLES

HW DAIRY PRODUCTS AND ALTERNATIVES IN AUSTRIA
KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein dairy products and alternatives gains ground among the health-conscious
Lactose free popular due to spreading consumer awareness of lactose intolerance
Hypoallergenic the stongest performer in 2023 as consumers look to avoid allergens

PROSPECTS AND OPPORTUNITIES

Sustained demand for organic dairy products and alternatives to continue
Lactose free to remain a major health and wellness claim in dairy products and
alternatives

Cardiovascular health expected to record growth as the obesity epidemic builds

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value
2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: %
Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type
in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives
(2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest
HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest
HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW
Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Brand Shares of Organic Dairy Products and Alternatives (Biggest HW Type in
Global Dairy Products and Alternatives): % Value 2019-2022

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness

Type: Value 2022-2027

Table 10 Forecast Sales of Dairy Products and Alternatives by Health and Wellness

Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Overview

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