

HW Snacks in Austria

<https://marketpublishers.com/r/H200B700485DEN.html>

Date: December 2023

Pages: 12

Price: US\$ 990.00 (Single User License)

ID: H200B700485DEN

Abstracts

Health and wellness savoury snacks remained highly popular among Austrian consumers at the end of the review period as significant numbers of local consumers looked to reduce their intake of snacks that are high in salt, fat and artificial ingredients at a time when the long-term health implications of a diet that is high in such ingredients are becoming more widely known. This trend is being spurred mainly by rising interest in health and wellness nuts, seeds and trail mixes as well as buoyant...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 Snacks in Austria
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW SNACKS IN AUSTRIA
KEY DATA FINDINGS

2022 DEVELOPMENTS

Kelly's the leading name across all health and wellness savoury snacks categories
Gluten free remains the largest category in health and wellness snacks
Dairy free health and wellness snacks record sales growth during 2022

PROSPECTS AND OPPORTUNITIES

Reducing sugar levels to emerge as a focus area in health and wellness snacks
Vegan to emerge as the most promising health and wellness snacks category
Superfruit a category to watch out for

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks):
% Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global
Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks):
% Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): %
Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global
Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth
2022-2027

HEALTH AND WELLNESS IN AUSTRIA

EXECUTIVE SUMMARY

Overview

DISCLAIMER

I would like to order

Product name: HW Snacks in Austria

Product link: <https://marketpublishers.com/r/H200B700485DEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H200B700485DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970