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Naturally Healthy Packaged Food in Austria

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Abstracts

Naturally healthy (NH) products are quite significant within the packaged food industry in Austria, particularly in the staples segment. Health-conscious consumers display high levels of appreciation for food products with a natural positioning, considering them to be healthier than products that make health claims on the basis of fortification or modification. Moreover, this positioning chimes with the general direction of the health and wellness trend, which is increasingly moving towards a mo...

Euromonitor International's Naturally Healthy 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

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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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