

# Spreads in Austria

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## Abstracts

With the growing influence of the health and wellness trend, many consumers in Austria increasingly opted to adjust their lifestyles in 2017, paying greater attention to healthier nutrition. At the same time, there were also many consumers who continued to perceive breakfast as the most important meal of the day and remained loyal to a traditional Austrian breakfast. This usually includes some type of bread or roll, spreads like jams and preserves, honey and sometimes also chocolate spreads. Mor...

Euromonitor International's Spreads 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:** Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based 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 Spreads 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Spreads by Category: Volume 2012-2017

Table 2 Sales of Spreads by Category: Value 2012-2017

Table 3 Sales of Spreads by Category: % Volume Growth 2012-2017

Table 4 Sales of Spreads by Category: % Value Growth 2012-2017

Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2012-2017

Table 6 NBO Company Shares of Spreads: % Value 2013-2017

Table 7 LBN Brand Shares of Spreads: % Value 2014-2017

Table 8 Distribution of Spreads by Format: % Value 2012-2017

Table 9 Forecast Sales of Spreads by Category: Volume 2017-2022

Table 10 Forecast Sales of Spreads by Category: Value 2017-2022

Table 11 Forecast Sales of Spreads by Category: % Volume Growth 2017-2022

Table 12 Forecast Sales of Spreads by Category: % Value Growth 2017-2022

Rewe International AG in Packaged Food (austria)

Strategic Direction

Key Facts

Summary 1 Rewe International AG: Key Facts

Summary 2 Rewe International AG: Operational Indicators

Internet Strategy

Private Label

Summary 3 Rewe International AG: Private Label Portfolio

Competitive Positioning

Summary 4 Rewe International AG: Competitive Position 2016

Executive Summary

Strong Performance for Overall Packaged Food in 2017

Vegetarian, Vegan and Superfoods Products As Growth Drivers

Fierce Competition Between Private Label and Branded Manufacturers Persists

Supermarkets Lead Distribution Yet Discounters See Value Share Increase

Good Future Performance Expected for Overall Packaged Food

Key Trends and Developments

Greater Availability of Vegan and Vegetarian Products in Austria

Super Ingredients Feature More Prominently in Austrian Retail Outlets

Fresh, Convenient and Gourmet - A Mix of Trends

## Snacking Continues Its Trajectory Towards Ubiquity

### Foodservice: Key Trends and Developments

#### Headlines

#### Trends: Sales To Foodservice

#### Trends: Consumer Foodservice

#### Prospects

#### Category Data

Table 13 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 16 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

#### Market Data

Table 17 Sales of Packaged Food by Category: Volume 2012-2017

Table 18 Sales of Packaged Food by Category: Value 2012-2017

Table 19 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 20 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 21 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 22 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 23 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 24 Penetration of Private Label by Category: % Value 2012-2017

Table 25 Distribution of Packaged Food by Format: % Value 2012-2017

Table 26 Distribution of Packaged Food by Format and Category: % Value 2017

Table 27 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Volume Growth 2017-2022

Table 30 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

#### Sources

Summary 5 Research Sources



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