

Sweet Spreads in Austria

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Abstracts

When the COVID-19 pandemic hit, retail volume sales of sweet spreads increased as Austrians spent much more time at home and consumed sweet spreads at breakfast. However, as Austrians began to spend more time outside in 2021 and 2022, volume sales of sweet spreads declined accordingly. Despite this decline, 2022 volume sales did not decrease as much as in 2021, and they still settled above pre-pandemic levels. Sales declined across all product areas, from jams and preserves to honey and chocolat...

Euromonitor International's Sweet Spreads in Austria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed 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 Sweet 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.

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