



Sauces, Dips and Condiments in Austria

March 2026

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Sauces, Dips and Condiments in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, health and international cuisine shape demand

INDUSTRY PERFORMANCE

Convenience a key factor in demand

Soy sauces benefits from rising interest in Asian cuisine

WHAT'S NEXT?

Soy sauce to see continued dynamism

Significant role for health and wellness

Expansion of functional offer

COMPETITIVE LANDSCAPE

Unilever leads

Innovation across categories

CHANNELS

Supermarkets dominates

Retail e-commerce sees strongest growth

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Cooking Ingredients and Meals in Austria - Industry Overview

EXECUTIVE SUMMARY

Increased raw material costs boost value, while consumers look for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience the key factor in shaping demand

Strong focus on health and wellness

Sustainability a requirement

WHAT'S NEXT?

Ongoing demand for convenience

Health and sustainability
Continued strength of supermarkets

COMPETITIVE LANDSCAPE

Unilever's strength founded on well-established brands
Significant role for private label

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Strong growth in forecourt retailers and retail e-commerce

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