



Processed Fruit and Vegetables in Austria

March 2026

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Processed Fruit and Vegetables in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

In line with key trends

INDUSTRY PERFORMANCE

Processed fruit and vegetables offers convenience

Frozen fruit benefits from healthy positioning

WHAT'S NEXT?

Health and convenience to drive growth

Fruit and vegetables in line with health and wellness trend

Sustainability rising in importance

COMPETITIVE LANDSCAPE

Iglo targets younger consumers

McCain Foods focuses on sustainability

CHANNELS

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Forecourt retailers sees notable growth

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EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

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INDUSTRY PERFORMANCE

Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

WHAT'S NEXT?

Positive outlook

Focus on health and sustainability

Evolving retail landscape

COMPETITIVE LANDSCAPE

Artisanal products and private label ranges play key role

Artisanal products and private label ranges play key role

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