



Staple Foods in Austria

March 2026

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Staple Foods in Austria

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

CHANNELS

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Unpackaged pastries sees significant growth

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Growing influence on the health and wellness trend
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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Convenience trend supports demand
Health and wellness trend drives growth of muesli and granola

WHAT'S NEXT?

Health consciousness to continue to be a key influence
Growing concern about sugar
Increasing focus on sustainability

COMPETITIVE LANDSCAPE

Nestlé Österreich leads with strong brand portfolio
Spar sees strong growth

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INDUSTRY PERFORMANCE

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Frozen fruit benefits from healthy positioning

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Health and convenience to drive growth

Fruit and vegetables in line with health and wellness trend

Sustainability rising in importance

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Sustained demand

Health and wellness to continue to shape demand and product innovation

Sustainability a focus for products, packaging and farming practices

COMPETITIVE LANDSCAPE

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CHANNELS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Convenience to remain key driver of sales

Innovation to focus on health and wellness

Manufacturers need to attend to sustainability

COMPETITIVE LANDSCAPE

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