



HW Snacks in Austria

February 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based routines support demand, but growth moderates as value for money becomes critical

INDUSTRY PERFORMANCE

“Permissible indulgence” and better ingredients shape healthier snacking choices
Gluten free expands beyond medical need as availability and quality improve
Organic snacks benefit from trust and sustainability cues, but remain premium

WHAT’S NEXT

Value-led wellness and plant-forward innovation to define the next stage of growth
Gluten free expected to rise steadily as dietary suitability becomes more normalised
Organic expected to grow gradually, driven by trust, but limited by affordability pressures

CATEGORY DATA

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples
Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT’S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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