



HW Dairy Products and Alternatives in Austria

February 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning strengthens as consumers prioritise “simple” dairy and plant-based options

INDUSTRY PERFORMANCE

- Clean label expectations and “better for you” routines drive value-added dairy
- Lactose free benefits from digestive comfort positioning and mainstream adoption
- Good source of minerals supports everyday functional nutrition in milk and yoghurt

WHAT’S NEXT

- Naturalness, digestive health and functional benefits to guide future dairy choices
- Lactose free expected to rise steadily as dietary comfort remains a priority
- Good source of minerals expected to grow gradually through ongoing functionalisation

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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