



Euromonitor
International

HW Cooking Ingredients and Meals in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led everyday cooking supports free from and clean-label choices

INDUSTRY PERFORMANCE

Simple ingredient lists and dietary suitability shape cooking and meal solutions
Organic cooking ingredients grows steadily as “better sourcing” becomes a mainstream expectation
Vegetarian options strengthen as flexitarian routines influence home cooking

WHAT'S NEXT

Preventative health, flexitarian eating and “cleaner cooking” to shape future demand
Organic expected to rise, but premium pricing will keep growth steady
Vegetarian expected to expand through mainstream meal solutions and wider usage occasions

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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