



Euromonitor
International

Chocolate Confectionery in Austria

July 2026

Table of Contents

Chocolate Confectionery in Austria - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Inflation Affects Austrian Chocolate Consumption

Chocolate Pouches and Bags Drive Innovation

Chart 2 - Ültje Swavy Enters the Market

Innovators Reshape Value with Health-Forward Launches

Chart 3 - Ritter Sport Generates Interest with Protein-Enriched Tablet

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers to Expand Health-Driven Innovation to Capture Demand for Permissible Indulgence

Chart 7 - Analyst Insight for Chocolate Confectionery

Pouches and Bags to Accelerate as Bite-Size Formats Outpace Traditional Favourites

Private Label to Gain Ground as Consumers Seek Value under Price Pressure

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Milka Sustains Lead as Ferrero Invests in Innovation

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Discounters Attract Shoppers as Supermarkets Lose Share

Billa and Alpha Republic Expand No-Sugar Chocolate Collaboration

Billa Pivots to Click and Collect as E-Commerce Remains Niche

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Health Credentials and Permissible Formats Redefine Consumer Expectations

Ültje, Ritter Sport and Neoh Illustrate Divergent Innovation Paths

Formulation-Driven Differentiation Widens the Competitive Basis of the Category

ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Price Increases Foreground Affordability Challenges

Neoh Leverages No Added Sugar to Fuel Ice Cream Innovation

Chart 20 - NEOH Innovates with Zero Added Sugar Ice Cream

Share's Limited Editions Drive Impulse Purchases Amid Price Hikes

Chart 21 - Share Launches Vegan Tablets

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Launches to Expand Shelf Space and Drive Consumer Savings

Protein-Enriched and Vegan Innovations to Reshape Product Launches

Chart 24 - Analyst Insight for Snacks

New Regulations on Shrinkflation and Sustainable Packaging to Shape Value Proposition

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Milka'S Familiarity Secures Leadership as Neoh Challenges with Sugar-Free Expansion

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Discounters and E-Commerce Win Share as Supermarkets Adapt

Billa and Foodora Redefine Delivery Convenience through Partnership

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Regulatory Change and Health Positioning Drive Format and Formulation Innovation

Share and Neoh Illustrate Contrasting Routes to Health-Oriented Differentiation

Alpha Republic's Technology Platform Anchors a Growing Private Label Ecosystem

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-austria/report.