



Cooking Ingredients and Meals in Austria

March 2026

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Cooking Ingredients and Meals in Austria

EXECUTIVE SUMMARY

Increased raw material costs boost value, while consumers look for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience the key factor in shaping demand

Strong focus on health and wellness

Sustainability a requirement

WHAT'S NEXT?

Ongoing demand for convenience

Health and sustainability

Continued strength of supermarkets

COMPETITIVE LANDSCAPE

Unilever's strength founded on well-established brands

Significant role for private label

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Strong growth in forecourt retailers and retail e-commerce

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Strong performance from soy oil

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Continuing demand for edible oils
Health and wellness to exert a growing influence
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2025 DEVELOPMENTS

Convenience trend boosts demand for meals and soups

INDUSTRY PERFORMANCE

Convenience and health and wellness shaping demand
Significant expansion of quick recipe kits

WHAT'S NEXT?

Growing demand for higher-quality products
Further growth for quick recipe kits, while shelf stable soup struggles
Health and wellness to shape innovation

COMPETITIVE LANDSCAPE

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[Sauces, Dips and Condiments in Austria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, health and international cuisine shape demand

INDUSTRY PERFORMANCE

Convenience a key factor in demand

Soy sauces benefits from rising interest in Asian cuisine

WHAT'S NEXT?

Soy sauce to see continued dynamism

Significant role for health and wellness

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Sweet Spreads in Austria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising raw material costs boost value sales

INDUSTRY PERFORMANCE

Popular breakfast products

Rising cost of cocoa drives up price of chocolate spreads

WHAT'S NEXT?

Further price rises likely due to climate pressure

Focus on health and wellness

Growing emphasis on sustainability

COMPETITIVE LANDSCAPE

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High density of stores and broad product offer support strength of supermarkets

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