



Euromonitor
International

Staple Foods in Austria

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Table of Contents

Staple Foods in Austria

EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

WHAT'S NEXT?

Positive outlook

Focus on health and sustainability

Evolving retail landscape

COMPETITIVE LANDSCAPE

Artisanal products and private label ranges play key role

Artisanal products and private label ranges play key role

CHANNELS

Supermarkets continues to evolve

Supermarket players play important role in growing presence of retail e-commerce

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in Austria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Artisanal products benefit from key trends

INDUSTRY PERFORMANCE

Traditionally high level of bread consumption

Unpackaged pastries sees significant growth

WHAT'S NEXT?

Artisanal bread regaining importance
Growing influence on the health and wellness trend
Increasing concern about sustainability

COMPETITIVE LANDSCAPE

Artisanal products dominate
Ed Haas grows strongly in dessert mixes

CHANNELS

Supermarkets leads
Rapid growth of retail e-commerce

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025
Table 14 - Sales of Baked Goods by Category: Value 2020-2025
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 17 - Sales of Pastries by Type: % Value 2020-2025
Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Austria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns about sugar affecting demand

INDUSTRY PERFORMANCE

Convenience trend supports demand
Health and wellness trend drives growth of muesli and granola

WHAT'S NEXT?

Health consciousness to continue to be a key influence
Growing concern about sugar
Increasing focus on sustainability

COMPETITIVE LANDSCAPE

Nestlé Österreich leads with strong brand portfolio
Spar sees strong growth

CHANNELS

High density of supermarkets offering a wide range of products
Retail e-commerce records strongest growth

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025
Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Processed Fruit and Vegetables in Austria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

In line with key trends

INDUSTRY PERFORMANCE

Processed fruit and vegetables offers convenience
Frozen fruit benefits from healthy positioning

WHAT'S NEXT?

Health and convenience to drive growth
Fruit and vegetables in line with health and wellness trend
Sustainability rising in importance

COMPETITIVE LANDSCAPE

Iglo targets younger consumers
McCain Foods focuses on sustainability

CHANNELS

Supermarkets is the leading channel
Forecourt retailers sees notable growth

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Meat, Seafood and Alternatives To Meat in Austria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability exerting a growing influence

INDUSTRY PERFORMANCE

Strong tradition of consumption, but habits are changing

Expanding range of frozen meat and seafood substitutes

WHAT'S NEXT?

Sustained demand

Health and wellness to continue to shape demand and product innovation

Sustainability a focus for products, packaging and farming practices

COMPETITIVE LANDSCAPE

Major discounter leads with strong private label offer

Neuburger Fleischlos sees strong growth

CHANNELS

Supermarkets is the leading channel

Further expansion of retail e-commerce

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in Austria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Important role in everyday diets

INDUSTRY PERFORMANCE

Pasta prices rise due to increase cost of durum wheat

Instant noodle pouches appeal to younger consumers

WHAT'S NEXT?

Convenience to remain key driver of sales

Innovation to focus on health and wellness

Manufacturers need to attend to sustainability

COMPETITIVE LANDSCAPE

Rewe International offers wide range of private label products

Barilla invests in advertising and new product development

CHANNELS

Supermarkets key to distribution of rice, pasta and noodles

Retail e-commerce sees strongest increase in sales

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 69 - NBO Company Shares of Rice: % Value 2021-2025

Table 70 - LBN Brand Shares of Rice: % Value 2022-2025

Table 71 - NBO Company Shares of Pasta: % Value 2021-2025

Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 73 - NBO Company Shares of Noodles: % Value 2021-2025

Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 76 - Distribution of Rice by Format: % Value 2020-2025

Table 77 - Distribution of Pasta by Format: % Value 2020-2025

Table 78 - Distribution of Noodles by Format: % Value 2020-2025

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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