



Processed Meat, Seafood and Alternatives To Meat in Austria

March 2026

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

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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[Staple Foods in Austria - Industry Overview](#)

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

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CHANNELS

Supermarkets continues to evolve

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

MARKET DATA

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