



Euromonitor
International

Meals and Soups in Austria

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Meals and Soups in Austria - Category analysis

KEY DATA FINDINGS

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

Rewe International leads as private label plays key role in category

Innovation targets interest in foreign culinary traditions

CHANNELS

Supermarkets offers expanded range of convenient meals and soups

Rising number of outlets boosts forecourt retailers

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Cooking Ingredients and Meals in Austria - Industry Overview

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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