



Meals and Soups in Austria

April 2024

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Meals and Soups in Austria - Category analysis

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2023 DEVELOPMENTS

While inflation slows down, still-high price points continue to suppress potential sales

Vegetarian and plant-based options increase their presence across categories

The convenience of frozen pizza attracts consumer attention

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Consumers will continue to demand more sustainable packaging options

Health claims and concerns will continue to play a big role in the industry

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