

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 4/17/2019

GAIN Report Number: GM19015

Germany

Post: Berlin

Trade Show Overview Austria

Report Categories:

Trade Show Announcement

SP1 - Expand International Marketing Opportunities

Promotion Opportunities

Export Accomplishments - Marketing, Trade Events and Shows

Approved By:

Emily Scott

Prepared By:

Hanna Khan / Jessica Loeser

Report Highlights:

Austria has a very dynamic food scene. Austrian consumer trends are creating good market opportunities for organic, health, diet, convenience, and "sustainable" food products. Consumer-oriented food and beverage products remain the most important agricultural imports from the United States. Industry-related trade shows are a good way to become familiar with the Austrian market and its key players. This report gives an overview of the most important trade shows in Austria.

I. Country Overview

Austria has a small, but highly developed market economy with a high standard of living. It occupies a strategic position in the center of Europe and is closely tied to other European Union (EU) economies, especially Germany's. Austria is a part of the EU single market and customs union and is a Eurozone member. The Austrian economy is characterized by a large service sector, a strong industrial sector, and a small, but highly developed agricultural sector. Austria has an export-driven economy and EU countries are its most important trading partners. Although foods and beverages from Austria, Germany, and other EU countries dominate Austrian retail shelf space, there are good opportunities for U.S. products, particularly at the upper end of the market.

II. Agricultural Imports

U.S. agricultural trade to individual EU Member States (MS) is notoriously difficult to track as product moves from the United States, to the importing MS, and then on to the (potential) final EU MS destination. Products move via planes, trains, boats, and even personal vehicles. This report puts forward that information found in the USDA's Global Agricultural Trade System.

In 2018, total exports of U.S. agricultural, fish, and forestry products to Austria reached \$136.5 million, a record high number. Of this, 2018 imports of U.S. consumer-oriented food and beverages were valued at \$25.7 million, also a record high, led by uncharacteristically high exports of those products captured under HS Code 2106, "Food Preparations Not Otherwise Specified." This is followed by \$5.8 million in distilled spirits. Juices, wine and beer, condiments, and tree nuts all detail strong trade to Austria.

III. Key market drivers and consumption trends

Traditionally, Austrians have conservative tastes which are reflected in the local cuisine and in local production methods and marketing. However, an increasing number of people - especially younger generations - appreciate trying new food products and beverages. The latest food trends stress a traditional diet prepared in more modern ways using high-quality products and ingredients.

Austrians prefer foods without artificial flavors, stabilizers, emulsifiers, and preservatives. In addition, consumers reject foods containing biotech products. For this reason, the leading supermarket chains have banned such products from their shelves.

An increasing awareness of allergies is also raising the demand for special food products such as gluten-free and lactose-free. There is also a trend towards vegetarian and vegan diets.

Organic food products have evolved from a niche market to having a significant market share. Presently, sales of organic products account for about seven percent of retail sales. There is also significant interest in "sustainable" food products. Almost all Austrian retail chains have introduced their own voluntary "sustainability" strategies and labels to promote products with environmental, social, and economic benefits. "Light" products are also on a rising trend; however, Austrian consumers will not tolerate a loss in flavor as compared to "normal" products.

The number of single-person households and an increase in the aging population has brought about

changes in demand for specific products and services. For instance, the number of pets is expected to increase with single-person households, thus further stimulating demand for pet food. The rise in single households also boosts demand for convenience products and for food eaten outside the home. The rising number of aging consumers, many of whom have significant disposable income, creates additional demand for health and specialty nutrition products.

Beef and pork consumption has been somewhat declining in the last couple of years, whereas poultry consumption has been increasing, as poultry meat is considered to be more healthy. Fish consumption is also on a rising trend for health-conscious consumers. Cheese consumption continues to remain high. This is particularly true for semi-hard and fresh cheeses.

With fruit juices, tartness (higher acidity) is preferred over sweeter products. This also applies to white wines. Jams and marmalade are more appealing to Austrians if fruit pieces are included and if they are not too sweet. Cereals sell better if they are crunchy.

Trade Show Overview

Trade Show	Date	Location	Industry	Number of		Type of Visitors
				Visitors	Exhibitors	
<u>Vienna BBQ Days</u>	May 31 – June 2, 2019	Vienna	Largest event for barbecue and grills in Austria, including sauces, steaks, meat, spices, beer, wine etc.	20,000	80	Open to public
<u>Vegan Planet</u>	November 30 - Dec. 1, 2019	Vienna	Austria's largest trade show for vegan products	10,000	Approx. 100	Open to public
<u>International e Weinmesse Innsbruck</u>	February 2020	Innsbruck	Wine, champagne, sparkling wine, fine brandy, distillates, fruit juice, cider and more	4,700	180	Trade visitors (13 percent) & public visitors
<u>Wein & Genuss</u>	February 2020	Linz	Wine (mostly Austrian wines), chutneys, deluxe street food	n/a	100	Event for winemakers, families, and younger adults to gain knowledge related to food and

						beverages.
<u>Feel Good</u>	March 12-15 2020	Innsbruck	Trade fair for nutrition and health	41,000	380	Open to public
<u>Kulinarik Salzburg</u>	March 20-22, 2020	Salzburg	Broad-based festival, foodstuff, luxury foods, victuals/groceries, beverages, meat products etc.	10,000	122	Trade visitors and public visitors
<u>Kulinar Tulln</u>	March 26-29, 2020	Tulln	Austrian and international specialties	48,227	180	Open to public
<u>VieVinum</u>	June 6-8, 2020	Vienna	International wine festival, Austria's largest and most important wine event	15,000	550	Trade visitors and general public

IV. Trade Facilitation

To facilitate contact between U.S. companies and Austrian importers at the shows, FAS Berlin provides trade lists for different types of food. These lists are updated on a regular basis. FAS Berlin also assists U.S. exporters setting up meetings with potential buyers prior to shows. If you are interested in specific trade lists, please contact the FAS Berlin office (see address below).

V. Key Contacts and Further Information

If you are interested in attending a trade show in Austria or if you have questions or comments regarding this report, please contact the FAS Office of Agricultural Affairs in Berlin. Importer listings are available from FAS for use by U.S. exporters of U.S. food and beverage products.

U.S. Department of Agriculture/FAS
Embassy of the United States
Clayallee 170, 14195 Berlin, Germany
Phone: +49-30- 83 05 – 1150
agberlin@fas.usda.gov
www.fas-europe.org

FAS Berlin and FAS Vienna publish numerous market and commodity reports available through the [Global Agricultural Information Network \(GAIN\)](#)