

Find the next Opportunity

From Feed to Basket.
How Social Media Trends
Influence Consumer
Behaviour and Purchase
Decisions.



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Behind every viral trend is a consumer need: Longevity & Convenience. Social Media is rewriting Demand Creation.

LONGEVITY



HOME SPA



FEEL GOOD

CONVENIENCE



HOST & CLEAN



SMART CLEAN

Different starting points. The same commercial logic: a visible result, a repeatable routine and complementary purchases.

Appliances create new food occasions—not just new cooking methods



€14m, +4%

value growth for Hot Air Fryer, H1 2026

Airfryer-specific mixes, liners, oils and snacks make the appliance a recurring FMCG occasion.





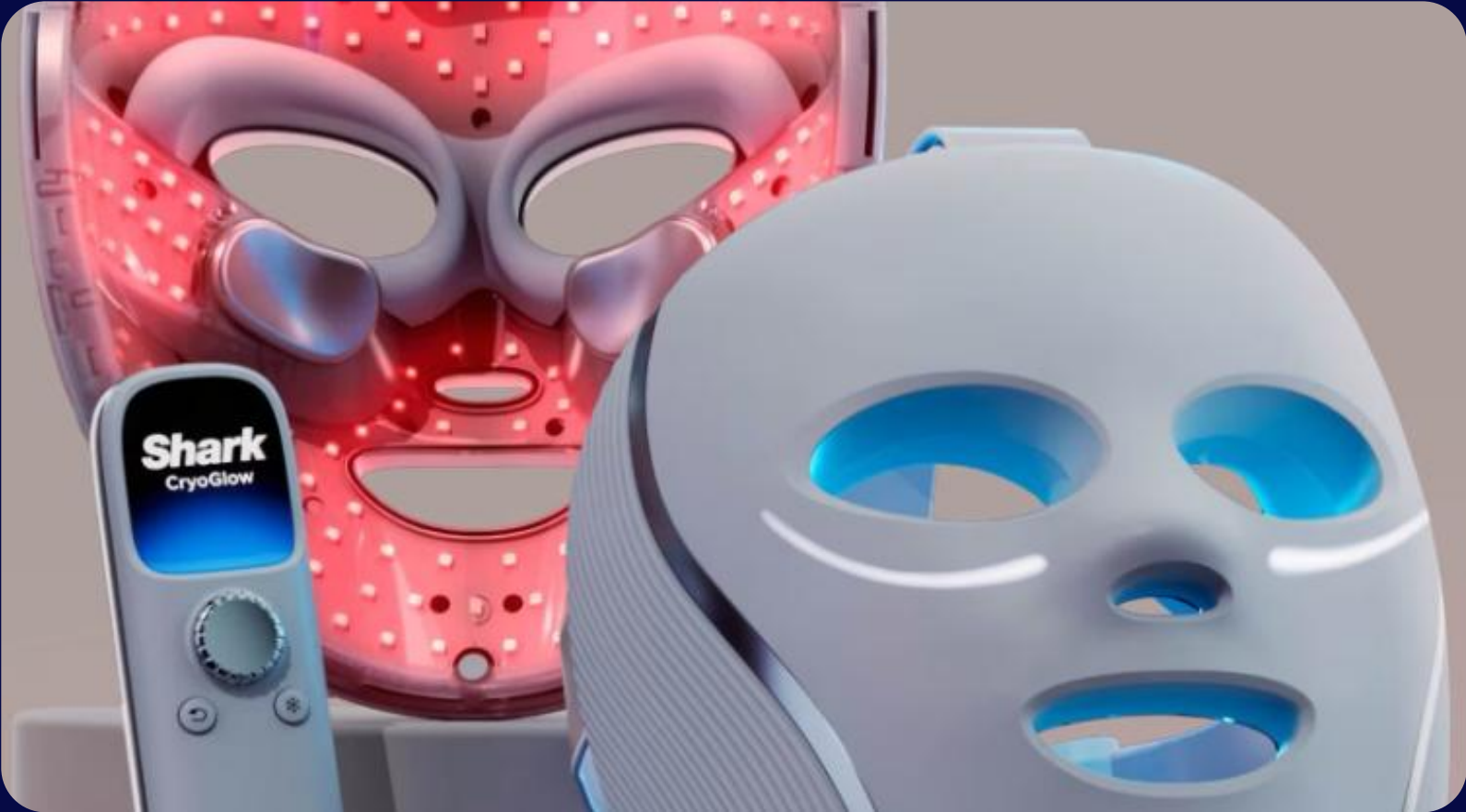
€4m, +83%

value growth for Slushi Maker, H1 2026

The product becomes content for family and friends—expanding demand into syrups, concentrates and recipes.



Beauty tech wins when the result is visible enough to share



€600k, +600%

value growth for LED Face
Masks, MAT June 2026

NEXT OPPORTUNITY for FMCG:
Bundle the device with skincare
and home spa beauty rituals.



Source: NIQ, RMS Paneldata T&D

Know your market, grow your business

Know WHAT drives Face Care:



Serum: 23 Mio €, +13 %

Face Care Masks: 16 Mio €, +26 %

New Glass Skin Masks: 2,3 Mio €

Pimple Patches: 8 Mio €, +50 %

Source: NIQ RMS Data, Austrian Food+Drug Retail incl. Hofer/Lidl & Austrian Prestige Total (Müller Prestige+Douglas+Marionnaud) , MAT 26 (incl. cw 32)

Know WHERE it is sold:

Total Face Care: Value share



Scalp is the new Skin: Haircare is shifting from cleansing to treatment

The first **multi-styler** to dry, curl, air straighten and gloss with **no heat damage**.*



Präzises Auftragen von Haaröl
Die 8 flüssigkeitsgeführten Rollerballs tragen die Öle gleichmäßig und mühelos auf und fördern die optimale Aufnahme der Öle.
Die Serulkammer kann 3 ml ätherisches Öl aufnehmen.



What's in it?

INGREDIENTS: Water, Aloe Barbadensis Leaf Extract, Sodium Cocoyl Isethionate, Sodium Lauroamphoacetate, Sodium Methyl Cocoyl Taurate, Propylene Glycol, Sodium Xylene Sulfonate, PEG-120 Methyl Glucose Dioleate, Polyamide-2, Chamomilla Recutita (Matricaria) Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Butylene Glycol, Caprylyl Glycol, Methylisothiazolinone, Fragrance

Hair Serum: 4 Mio €, +42 %

Pre-Wash: 0,7 Mio €, +70 %

Hair Oil: 6,2 Mio €, +15 %

	Val Share	%chg Val YAG
Hyalonic Acid Qualified	9%	+9%
Rosemary Qualified	6%	+30%
Peptides Qualified	2%	+24%
Glycolic Acid Qualified	2%	+39%

Source: NIQ RMS Data, Austrian Food+Drug Retail incl. Hofer/Lidl & Austrian Prestige Total (Müller Prestige+Douglas+Marionnaud) MAT 26 (incl. cw 32), NPI Characteristics

Do it yourself in your Home Spa: Upgrade for your nails

New segment brings 7,5 Mio € into Drug markets and 1,6 Mio € into Prestige markets*)



Still, market for UV/LED Nail Lamps is strongly growing!

* Source: NIQ RMS Data, Austrian Food+Drug Retail incl. Hofer/Lidl & Austrian Prestige Total (Müller Prestige+Douglas+Marionnaud), MAT 26 (incl. cw 32)

Hydration becomes a lifestyle object—and a flavour platform



~60%
growth in thermobottles
since 2021

FROM UTILITY TO IDENTITY

The bottle is a statement of self care and daily routines—opening space for flavour drops, powders and functional add-ons.

Source: NIQ, RMS Paneldata T&D

Go healthy and feel good going it

Make Snacking & Hydration healthy again

LONGTERM PROTEIN TREND



- Protein Bars
- Dairy with extra Protein
- Protein Powder
- Skyr
- Tofu



16
Mio €
+23 %

EMERGING TRENDS

Water Enhancer



6
Mio €

Cooking/Baking Ingredients with Protein



Frozen Chocolate Covered Fruits



13
Mio €

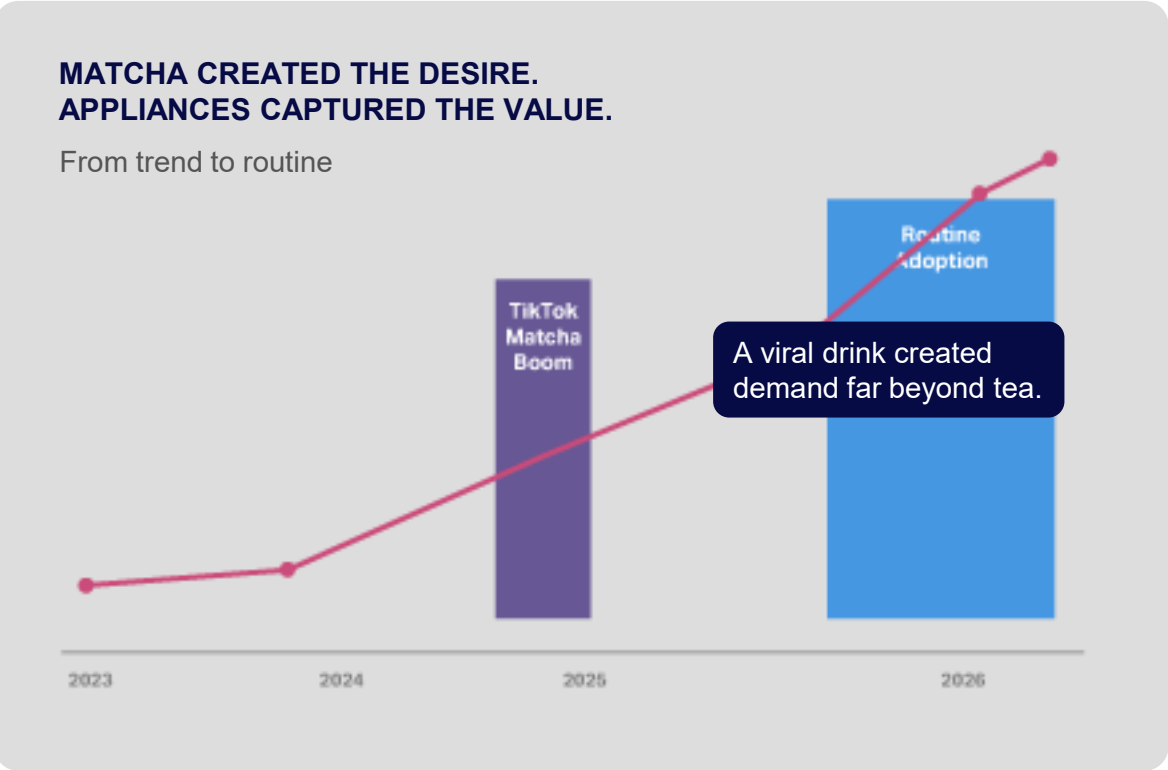
Softdrinks with Fibre



* Source: NIQ RMS Data, Austrian Food+Drug Retail incl. Hofer/Lidl, MAT 26 (incl. cw 32)

Matcha is driving demand far beyond the beverage itself

How a viral drink became a multi-category growth engine.



Matcha: 7,6 Mio €, + 260 %

Milk Frother: 2,3 Mio €, + 50%



The unexpected winner of the Matcha boom: **Milk Frothers.**

Source: NIQ, RMS Paneldata FMCG and T&D & NIQ RMS Data, Austrian Food+Drug Retail incl. Hofer/Lidl, MAT 26 (incl. cw 32)

Convenience Wins. Robots Deliver.

The new leaders don't come from the legacy brands.

10% of total SDA
market in Austria

Sales Value



65%

online value share for robot
vacuum cleaners

The Robot Revolution starts Online.

Source: NIQ, RMS Paneldata T&D

The Future of Cleaning in FMCG?



The next opportunities sit between categories—not inside them

SEE THE TREND



DESIGN FOR THE DEVICE

Create formats, ingredients and claims that work with a specific appliance.



BUILD THE ROUTINE

Connect hardware, consumables, education and visible results into one journey.



ACTIVATE THE OCCASION

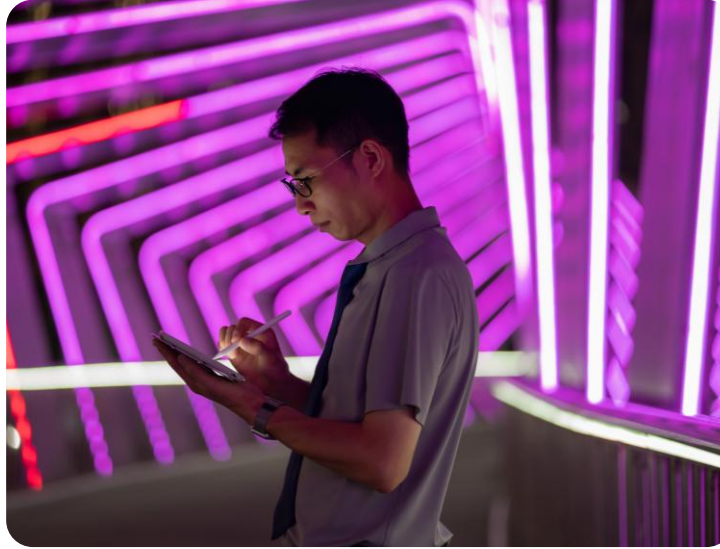
Turn preparation, hosting and self-care into content-ready moments.

Turn emerging rituals into testable growth platforms



FOR FMCG

Design for appliance-led occasions



FOR TECH & DURABLES

Sell the outcome, not only the device



TOGETHER

Create device-product bundles

The next opportunity may start in the feed—but its real value becomes visible when it changes routines and reaches the shopping basket.

Insight Summit *Austria* 2027

k47
Vienna

14. September
2027

NIQ

Save the Date

