



Tea in the Czech Republic

November 2025

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Tea in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heightened price sensitivity, wellness demand and shifting category preferences shape tea consumption in 2025

INDUSTRY PERFORMANCE

Stabilising demand and strong promotional reliance support modest category recovery

Herbal and loose teas strengthen, while fruit teas face declining relevance

WHAT'S NEXT?

Demand expected to rise as premiumisation returns and functional positioning strengthens

New production technologies unlock functional and sustainability-led innovation

Health, wellness and clean labels expected to dominate consumer decision-making

COMPETITIVE LANDSCAPE

Teekanne strengthens its leadership through broad assortment and functional innovation

Smaller players gain momentum while established brands capture the largest absolute growth

CHANNELS

Hypermarkets remain the main channel but face pressure from expanding supermarkets and discounters

E-commerce grows rapidly through premium assortment, niche offerings and direct-to-consumer models

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Hot Drinks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Inflation drives value growth while consumers maintain core hot drink habits

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising commodity prices and persistent inflation reshape consumer purchasing behaviour

Heightened focus on wellness spurs growth of functional and natural tea varieties

Cost-efficient sustainability gains importance as consumers seek accessible environmental value

WHAT'S NEXT?

Steady forecast growth supported by improving household confidence

Innovation shaped by wellness, sustainability and digital engagement

E-commerce expansion and channel reshaping

COMPETITIVE LANDSCAPE

Leading companies strengthen their positions through innovation and expanded service models
The most dynamic players gain traction through strong brand portfolios and premium positioning
Private label maintains a firm foothold as price sensitivity shapes consumer behaviour

CHANNELS

Hypermarkets remain the leading distribution channel as broad assortments and heavy promotions support demand
E-commerce delivers the fastest growth through expanded assortment, convenience and subscription models
Supermarkets and discounters gain share through convenience, strong private label propositions and increasing promotional intensity

FOODSERVICE VS RETAIL SPLIT

Foodservice demand recovers as colder weather, stabilising incomes and premium coffee culture lift on-trade consumption
Innovation in foodservice formats expands the role of on-the-go beverages and reinforces brand visibility
Retail performance remains stable but faces indirect pressure from recovering on-trade demand

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