



Health and Wellness in the Czech Republic

January 2026

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Health and Wellness in the Czech Republic

EXECUTIVE SUMMARY

Food and beverage industry places strong emphasis on health and wellness

INDUSTRY PERFORMANCE

Czechs are drawn to natural and bio claims
“Low sugar” and “high protein” gain appeal as “low fat” begins to lose traction

WHAT'S NEXT

Health claims face a promising outlook

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HW Hot Drinks in the Czech Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers shift towards healthier hot beverages

INDUSTRY PERFORMANCE

Consumers seek value-added hot beverages
Strong demand for no caffeine coffee
Natural and bio claims are significant in hot drinks

WHAT'S NEXT

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Plant-based hot beverages offers promise
Natural claims to support premiumisation trend

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HW Soft Drinks in the Czech Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

Broad use of health and wellness claims in soft drinks

INDUSTRY PERFORMANCE

Low sugar and natural claims fuel product development
Good source of minerals is key health claim
Natural is equally prominent in bottled water

WHAT'S NEXT

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[HW Snacks in the Czech Republic](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand for healthier snacks

INDUSTRY PERFORMANCE

- Healthy snacking is fuelled by diverse options
- Gluten free snacks gain wider appeal
- Low fat claims remain widespread in snacks

WHAT'S NEXT

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[HW Dairy Products and Alternatives in the Czech Republic](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong dependency on health and wellness claims

INDUSTRY PERFORMANCE

Health and wellness claims broaden in the category
Low fat claims are still widely used in this category
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WHAT'S NEXT

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[HW Cooking Ingredients and Meals in the Czech Republic](#)

KEY DATA FINDINGS

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Czechs increasingly seek healthier lines

INDUSTRY PERFORMANCE

Dynamic growth in sales of low sugar variants
Vegetarian products perceived to be healthy and sustainable
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HW Staple Foods in the Czech Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health claims are led by high fibre staple foods

INDUSTRY PERFORMANCE

- Czechs are drawn to less processed and bio claims
- High fibre claims stand out in baked goods
- Gluten free trend strengthens in staple foods

WHAT'S NEXT

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