



Euromonitor
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Rtds in the Czech Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTDs surge in popularity as consumers prioritise convenience and mindful drinking
- Rising competition as new players energise the RTD landscape
- Evolving distribution landscape supports RTD category growth

PROSPECTS AND OPPORTUNITIES

- RTDs set to lead alcoholic drinks growth as health consciousness shapes future consumption
- In-store displays enhance product visibility and drive sales uplift
- Flavour experimentation and packaging innovation set to shape future NPD

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade

Duty free

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DISCLAIMER

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