



HW Hot Drinks in the Czech Republic

January 2026

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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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Natural claims to support premiumisation trend

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Health and Wellness in the Czech Republic - Industry Overview

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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