



**Euromonitor
International**

HW Soft Drinks in the Czech Republic

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Table of Contents

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

Strong optimism for 100% juice
Solid performance in bottled water
Low sugar trend to evolve ahead of possible legislation

CATEGORY DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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