



HW Snacks in the Czech Republic

January 2026

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Rising demand for healthier snacks

INDUSTRY PERFORMANCE

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Low fat claims remain widespread in snacks

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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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