



Euromonitor
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HW Staple Foods in the Czech Republic

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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

Low sugar variants to be rolled out in staple foods
Bright outlook for gluten free products
Health claims will become more important considerations

CATEGORY DATA

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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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