

## **Snacks in the Czech Republic**

Market Direction | 2022-09-12 | 74 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2022, snacks is less affected by the Coronavirus (COVID-19) pandemic, as restrictions ease. Thus, consumption levels are returning towards 2019 retail and foodservice volume sales levels. Savoury snacks and chocolate confectionery are set to exceed their 2019 retail volume sales level, but most categories are predicted to fall slightly short by the end of the review period. The extent of the decline in foodservice, due to the exigencies of the pandemic, is also slowing a return to 2019 volume...

Euromonitor International's Snacks in Czech Republic report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott's-international.com](mailto:support@scott's-international.com)

[www.scott's-international.com](http://www.scott's-international.com)

## Table of Contents:

Snacks in the Czech Republic  
Euromonitor International  
September 2022

List Of Contents And Tables

### SNACKS IN THE CZECH REPUBLIC

#### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

#### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### CHOCOLATE CONFECTIONERY IN THE CZECH REPUBLIC

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rising cost of living slows consumption growth in 2022

Countlines benefits from the offer of small affordable treats

More consumers turn to private label in a tough economic climate

#### PROSPECTS AND OPPORTUNITIES

Healthier and added-value options to support retail value sales growth

Innovation set to dictate the pace of recovery for boxed assortments

Price promotions, packaging innovation and better quality products the keys to sales growth in tablets

#### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

#### GUM IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slow recovery as gum remains a discretionary product for many consumers

Price promotions on branded products keep private label at bay

Bigger packs and new healthier and added-value options catch the eye of consumers

##### PROSPECTS AND OPPORTUNITIES

Residual economic pressures to slow the recovery of discretionary products like gum

Bubble gum players set off in a sugar-free direction to improve their image and win over parents

Mars and Perfetti Van Melle set to prosper with investments in product lines, distribution and promotions

##### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 □Forecast Sales of Gum by Category: Value 2022-2027

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

#### SUGAR CONFECTIONERY IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slow recovery as consumers move away from highly sugarised products

Largest category is the centre of innovation

Preference for branded products slows development of private label

##### PROSPECTS AND OPPORTUNITIES

Developing health and wellness trend offers innovation and development opportunities

Innovation and marketing investments to grow medicated confectionery

Pastille and chew formats set to make gains as consumers seek convenient and fast breath fresheners

##### CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2022

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

#### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fewer at-home snack occasions and shift to healthier options slow consumption growth of sweet biscuits

Healthier alternative to sweet treats perception boosts appeal of fruit and nut bars and protein/energy bars

Retailers develop already strong private label offer with health and wellness versions

##### PROSPECTS AND OPPORTUNITIES

Indulgence aspect to continue to grow interest in chocolate coated biscuits and cookies amid a shift to HW sweet biscuits

Cereal bars is likely to require promotions and innovation to compete with fruit and nut bars and protein/energy bars

Premium-freeze-dried fruit may see more growth opportunities as the economic situation stabilises

##### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

#### ICE CREAM IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Take-home water ice cream continues to ride HW trend to post fast retail volume growth

450-500ml packs retain interest among smaller households and individuals

Good price/quality ratios and innovation strengthen private label's position in ice cream

##### PROSPECTS AND OPPORTUNITIES

Seasonality and the weather in peak periods to continue to influence growth potential

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Health and wellness trend to push innovation and new launches  
Convenience and price advantages to continue appreciation of multipacks

#### CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022  
Table 70 Sales of Ice Cream by Category: Value 2017-2022  
Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022  
Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022  
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022  
Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022  
Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022  
Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022  
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022  
Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022  
Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022  
Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022  
Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022  
Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027  
Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027  
Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027  
Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

#### SAVOURY SNACKS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Return to pre-pandemic lifestyles stabilises consumption of savoury snacks  
Popcorn, potato chips and tortilla chips lose pandemic effect, but remain popular  
Search for fast, tasty and ?light? options spurs sales of meat snacks

##### PROSPECTS AND OPPORTUNITIES

Salty snacks to remain popular but move in a wellness direction  
Strong competition and low innovation limit interest in puffed snacks  
The health and wellness trend expected to continue to boost the array and sales of savoury snacks

#### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022  
Table 87 Sales of Savoury Snacks by Category: Value 2017-2022  
Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022  
Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022  
Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022  
Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022  
Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022  
Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027  
Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027  
Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027  
Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Snacks in the Czech Republic**

Market Direction | 2022-09-12 | 74 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com