

## **Consumer Health in the Czech Republic**

Market Direction | 2022-09-22 | 116 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

However, in 2022 the Czech Republic entered a year of stagflation as the Russian invasion of Ukraine created a further pro-inflationary effect, especially regarding the prices of gas and oil. This will have an overall negative effect on the growth of the Czech economy. Before Russia's invasion, the Czech economy was seeing growth of between 3-4%. For the rest of the year, inflation will be higher (reaching a record high of 11.1% in February 2022) and the economy will become stagnant. The lack of...

Euromonitor International's Consumer Health in Czech Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Consumer Health in the Czech Republic  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### CONSUMER HEALTH IN THE CZECH REPUBLIC

##### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

##### MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022  
Table 2 Life Expectancy at Birth 2017-2022

##### MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2017-2022  
Table 4 Sales of Consumer Health by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Consumer Health: % Value 2018-2022  
Table 6 LBN Brand Shares of Consumer Health: % Value 2019-2022  
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022  
Table 8 Distribution of Consumer Health by Format: % Value 2017-2022  
Table 9 Distribution of Consumer Health by Format and Category: % Value 2022  
Table 10 □Forecast Sales of Consumer Health by Category: Value 2022-2027  
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

##### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches  
Summary 1 OTC: Switches 2021-2022

##### DISCLAIMER

##### DEFINITIONS

##### SOURCES

Summary 2 Research Sources

#### ANALGESICS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for systemic analgesics returns to pre-pandemic levels as consumers show more interest in fast-acting formulations  
Sales of topical analgesics are strongly influenced by TV advertisement  
Well-known international brands continue to play an important role in analgesics

##### PROSPECTS AND OPPORTUNITIES

Future growth of analgesics is set to be rather limited as consumers seek less invasive and more targeted solutions  
Stronger shift towards e-commerce unlikely as Czech consumers show strong preference for store-based pharmacies  
Increasing interest in herbal alternatives might further limit sales of analgesics

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

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

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2017-2022

Table 13 Sales of Analgesics by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Analgesics: % Value 2018-2022

Table 15 LBN Brand Shares of Analgesics: % Value 2019-2022

Table 16 Forecast Sales of Analgesics by Category: Value 2022-2027

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2022-2027

## COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Return of seasonal flu and common respiratory infections leads to category growth

Private label brands continue to strengthen its position as players recommence new product development

Lekarna.cz launches its AlergoStop mobile application to great popularity

#### PROSPECTS AND OPPORTUNITIES

Pharmacies will remain the main channels for purchasing cough, cold and allergy (hay fever) remedies

Trend towards herbal/natural products is set to continue as consumers continue to prioritise overall health and immunity

Return of 'normal' and seasonal purchasing patterns will lead to further stabilisation of category sales

## CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

## DIGESTIVE REMEDIES IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Constipation remains a common health issue, sustaining demand for laxatives

Looser travel restrictions boost recovery of digestive remedies

Paediatric digestive remedies resumes value growth despite declining volume sales

#### PROSPECTS AND OPPORTUNITIES

Modern lifestyles likely to create demand for digestive remedies

Private label brands are set to become more visible as players invest in more research and product development

Probiotics and prebiotics to see continued growth as consumers increasingly prioritise preventative health measures

## CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2017-2022

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Digestive Remedies: % Value 2018-2022

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2019-2022

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2022-2027

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2022-2027

## DERMATOLOGICALS IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Medicated shampoos, hair loss treatments and paediatric treatments continue to gain momentum in the post-pandemic landscape

Sales values/volumes of antifungals remain below pre-pandemic levels despite return to sports centres, swimming pools and

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

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

[www.scotts-international.com](http://www.scotts-international.com)

international travel

E-commerce sales grow as consumers value anonymity for embarrassing purchases

#### PROSPECTS AND OPPORTUNITIES

More players set to enter category thanks to potential of hair loss treatments

Private label set to gain value share as players invest in dermatologicals portfolio

Increasing prevalence of herbal products and products containing CBD

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2017-2022

Table 31 Sales of Dermatologicals by Category: % Value Growth 2017-2022

Table 32 NBO Company Shares of Dermatologicals: % Value 2018-2022

Table 33 LBN Brand Shares of Dermatologicals: % Value 2019-2022

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2019-2022

Table 35 Forecast Sales of Dermatologicals by Category: Value 2022-2027

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

#### NRT SMOKING CESSATION AIDS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The number of smokers in the Czech Republic continues to decline as financial incentives encourage them to quit

Increased switch towards alternative tobacco products is limiting growth of NRT smoking cessation aids

E-commerce sales remain somewhat limited as pharmacies are preferred

#### PROSPECTS AND OPPORTUNITIES

Health trend and economic incentives will bolster smokers' commitment to quitting

Category growth to be hampered by shift towards alternative smoking products

NRT smoking cessation aids to continue concentrated around two brands

#### CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2017-2022

#### CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2017-2022

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2018-2022

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2019-2022

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2022-2027

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2022-2027

#### SLEEP AIDS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sleep aids start to feel growing competition from dietary supplements

Sales volumes see decline due to inflated prices

Natural remedies dominate sleep aids as Benosen gradually exits the category

#### PROSPECTS AND OPPORTUNITIES

Stronger competition from dietary supplements is likely to curb sales in coming years

New launches and entries set to disrupt sleep aid category

Demand for larger packs and stronger formulae from those with severe insomnia

#### CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2017-2022

Table 45 Sales of Sleep Aids: % Value Growth 2017-2022

Table 46 NBO Company Shares of Sleep Aids: % Value 2018-2022

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

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

[www.scotts-international.com](http://www.scotts-international.com)

Table 47 LBN Brand Shares of Sleep Aids: % Value 2019-2022

Table 48 Forecast Sales of Sleep Aids: Value 2022-2027

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2022-2027

## EYE CARE IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of standard eye care products driven by increasing screen times

Pharmacies remain to be the main distribution channel for eye care despite the rise of e-commerce during the pandemic

Growing competition from private label as consumers switch to cheaper brands

### PROSPECTS AND OPPORTUNITIES

Standard eye care to see growth, partially fuelled by e-commerce sales

Transition to cheaper alternatives will continue and benefit private label brands

Demand for allergy eye care to be sustained by longer pollen seasons

### CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2017-2022

Table 51 Sales of Eye Care by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Eye Care: % Value 2018-2022

Table 53 LBN Brand Shares of Eye Care: % Value 2019-2022

Table 54 Forecast Sales of Eye Care by Category: Value 2022-2027

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2022-2027

## WOUND CARE IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumer's donations to Ukraine boost volume sales of wound care products whilst rising prices hamper them

Consumers either choose the most basic sticking plasters and bandages or those with strong specific benefits

Hartmann-Rico remains on top with the launch of its Cosmos Mr Wonderful range

### PROSPECTS AND OPPORTUNITIES

Wound care sales to be sustained by interest in outdoor activities and travel

Growing share of private labels expected to slow unit price growth whilst share of sales via e-commerce remains limited

Environmentally friendly options set to see growing popularity

### CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2017-2022

Table 57 Sales of Wound Care by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Wound Care: % Value 2018-2022

Table 59 LBN Brand Shares of Wound Care: % Value 2019-2022

Table 60 Forecast Sales of Wound Care by Category: Value 2022-2027

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2022-2027

## VITAMINS IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand for vitamins declines but remains higher than it was pre-pandemic

Some changes in consumer behaviour triggered by Covid becoming standard

GymBeam is successfully expanding both online and via its new fitness hub centre

### PROSPECTS AND OPPORTUNITIES

Growth rates across vitamins will decelerate as memory of pandemic fades

Intense competition to invigorate innovation and emerging new vitamin formats

Category to face threat from holistic and preventative rival products

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

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

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2017-2022

Table 63 Sales of Vitamins by Category: % Value Growth 2017-2022

Table 64 Sales of Multivitamins by Positioning: % Value 2017-2022

Table 65 NBO Company Shares of Vitamins: % Value 2018-2022

Table 66 LBN Brand Shares of Vitamins: % Value 2019-2022

Table 67 Forecast Sales of Vitamins by Category: Value 2022-2027

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

## DIETARY SUPPLEMENTS IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dietary supplements to support mental health are highly demanded despite immunity remaining the key concern

Consumer focus on beauty supplements supports category growth

Established players extend their existing line of products to remain on top

### PROSPECTS AND OPPORTUNITIES

Dietary supplements with multiple benefits or personalised supplements are likely to see strongest growth in the forecast period

Emerging new formats for dietary supplements to be supported by e-commerce growth and cheap prices

Company transparency and sustainability commitments will increasingly be the deciding factor for consumer purchases

## CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2017-2022

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2017-2022

Table 71 Sales of Dietary Supplements by Positioning: % Value 2017-2022

Table 72 NBO Company Shares of Dietary Supplements: % Value 2018-2022

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2019-2022

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2022-2027

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2022-2027

## WEIGHT MANAGEMENT AND WELLBEING IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Meal replacement sees a mild drop in retail volumes with domestic brands remaining in the top two positions

More consumers turn to supplements to address health and weight concerns brought about by the pandemic

OTC obesity has resumed growth in value though sedentary lifestyles have little impact on this

### PROSPECTS AND OPPORTUNITIES

Self-image and prevention of health problems will be the main driver of the category

Other forms of weight loss management can hamper sales of the category

E-commerce expected to continue gain ground thanks to convenience and options

## CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2017-2022

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2017-2022

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2018-2022

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2019-2022

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2022-2027

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2022-2027

## SPORTS NUTRITION IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sports nutrition overcomes supply challenges to record strong growth

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

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

[www.scotts-international.com](http://www.scotts-international.com)

Nutrend starts to lose share domestically as it focuses on its expansion abroad

Online retail supports wider exposure to sports nutrition

#### PROSPECTS AND OPPORTUNITIES

Sports protein power and sport non-protein to see further growth

Sustainability and transparency to be addressed further as consumers increasingly prioritise these factors

E-commerce to thrive thanks to consumer shift towards online purchasing

#### CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2017-2022

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2017-2022

Table 84 NBO Company Shares of Sports Nutrition: % Value 2018-2022

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2019-2022

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2022-2027

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2022-2027

#### HERBAL/TRADITIONAL PRODUCTS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The change of cannabis law regulates the content of THC in agriculture not for final users

Herbal/traditional sleep aids big winner as anxious consumers seek stress relief

Domestic players maintain a strong presence in a fragmented category

##### PROSPECTS AND OPPORTUNITIES

Consumers will continue to seek herbal/traditional products over the forecast period

Herbal/traditional dermatologicals expected to be main driver of category growth

Growth expected in herbal/traditional topical analgesics and tonics thanks to lack of side effects and dependency

#### CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

#### PAEDIATRIC CONSUMER HEALTH IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Paediatric dermatologicals continues double-digit growth thanks to parent's investment in premium options

Rising competition from probiotics is hampering sales of paediatric digestive remedies

Paediatric vitamins and dietary supplements see strong value growth as parents continue to prioritise their children's health

##### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health category is set to grow, albeit at a modest rate, hampered by interest in holistic health

High housing and living costs could negatively impact birth rate and volume sales of paediatric consumer health

Sales of paediatric cough/cold remedies to stabilise as daily life normalises

#### CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2017-2022

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 96 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 97 NBO Company Shares of Paediatric Consumer Health: % Value 2018-2022

Table 98 LBN Brand Shares of Paediatric Consumer Health: % Value 2019-2022

Table 99 Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027

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

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

[www.scotts-international.com](http://www.scotts-international.com)





## Consumer Health in the Czech Republic

Market Direction | 2022-09-22 | 116 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@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-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="2025-05-05"/>
		Signature	<input type="text"/>

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

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

www.scotts-international.com