

Health and Wellness in the Czech Republic

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Report description:

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Czech Republic report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Health and Wellness in the Czech Republic
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List Of Contents And Tables

HEALTH AND WELLNESS IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW HOT DRINKS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

New product development is rife as players look to capitalise on growing interest in healthier hot drinks

Plant-based coffee thriving in 2022 as consumers look for healthier options

Energy boosting hot drinks grow but are overshadowed by energy drinks

PROSPECTS AND OPPORTUNITIES

Rising popularity of CBD could inform new product development

Plant-based hot drinks set to blossom over the forecast period

Growing obesity concerns likely to positively impact sales of health and wellness hot drinks

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW SOFT DRINKS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

New product launches hit the market as COVID-19 fears subside

Good source of minerals bottled water sees strong gains as competition heats up

Good source of antioxidants records positive performance within health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Bright future predicted for health and wellness soft drinks but with a growing focus on sustainability issues

Good source of minerals likely to remain the largest category with new innovations expected

A high fibre diet seen as key to good health

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

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Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022
Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022
Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022
Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027
Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW SNACKS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising prices and weaker purchasing power hamper growth of health and wellness snacks in 2022
Health and weight concerns mean low fat is largest health and wellness snacks claim in 2022
Vegetarian records positive sales growth within health and wellness snacks in 2022

PROSPECTS AND OPPORTUNITIES

Healthier snacking options to enjoy positive growth over forecast period
Vegan and plant-based offer further potential within health and wellness snacks
Keto snacks one to watch over forecast period, particularly within chocolate confectionery

CATEGORY DATA

Table 18 Sales of Snacks by Health and Wellness Type: Value 2019-2022
Table 19 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022
Table 20 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022
Table 21 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022
Table 22 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022
Table 23 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 24 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 25 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027
Table 26 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW DAIRY PRODUCTS AND ALTERNATIVES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based products thrive but elevated inflation takes its toll on overall volume sales of health and wellness dairy products and alternatives
Lactose free products thriving in 2022 as cases of food intolerance rise
Vegetarianism a growing trend in the Czech Republic including in baby food

PROSPECTS AND OPPORTUNITIES

Private label, lactose free and sustainable packaging all set to shine over the forecast period
Plant-based diets fuelling change in dairy products and alternatives
Digestive health on the menu as consumers look for relief

CATEGORY DATA

Table 27 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022
Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022
Table 29 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
Table 30 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 31 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

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Table 32 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 33 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 34 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW COOKING INGREDIENTS AND MEALS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers favour healthier options but price pressures limit stronger gains

Vegetarian holds first place within health and wellness cooking ingredients and meals in 2022

Organic products continue to flourish thanks to natural and healthy image

PROSPECTS AND OPPORTUNITIES

New labelling could push more players to reduce the salt, sugar and fat content of their products

Vegan most promising area of health and wellness cooking ingredients and meals

Energy boosting and high protein products look set for a bright future

CATEGORY DATA

Table 36 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 38 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 42 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 43 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW STAPLE FOODS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers invest in health and wellness staple foods despite economic challenges

Gluten free staple foods thriving in 2022

Rising obesity concerns fuel interest in no salt staple foods

PROSPECTS AND OPPORTUNITIES

Consumers likely to become more conscientious in their purchasing decisions as disposable income recovers

High protein full of promise as consumers look to lead healthier and more active lives

Skin health a new area to watch out for but other health concerns are more pressing

CATEGORY DATA

Table 45 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 46 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 47 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 50 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 51 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 52 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027
Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the Czech Republic

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