

HW Snacks in the Czech Republic

Market Direction | 2023-11-06 | 12 pages | Euromonitor

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Report description:

Rising health awareness in the Czech Republic continued to positively impact snacking trends in 2022. Natural ingredients, healthy positioning and product fortification remained in demand. These trends were further supported by new product launches, including Mentos + Vitamins B6, C and B12. Czech consumers recognised the higher specific value offered by functional confectionery and low sugar products in 2022. However, intensive price promotions and discounts were evident, as local consumers sou...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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

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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

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HEALTH AND WELLNESS IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Overview

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