

## **HW Soft Drinks in the Czech Republic**

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

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### **Report description:**

Health and wellness soft drinks options remained in demand in 2022 in the Czech Republic, with current value growth driven by inflation and product innovation. A gradual shift from retail to on-trade was also visible, as Czech bars and restaurants fully reopened for business following the lifting of pandemic restrictions. Nonetheless, demand was significantly impacted by the weakening purchasing power of Czech households, which made price promotions and discounts more popular. This initially led...

Euromonitor International's HW Soft Drinks 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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 Soft Drinks 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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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

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