

HW Hot Drinks in the Czech Republic

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

Hot drinks with natural ingredients remained popular in the Czech Republic in 2023. In terms of innovation, there was a growing product assortment of 100% natural tea (despite the segment's decline in current value terms) such as Teekanne Ginger & Turmeric launched in 2022. The flavour is rich in ginger, with a content of 43%, and its combination with turmeric provides an innovative and interesting new development for the Czech market. Numerous flavour innovations were also recorded within fruit...

Euromonitor International's HW Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot 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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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

No caffeine leads claims in health and wellness hot drinks in 2023

Plant-based coffee grows as consumers turn to healthier options, while organic tea struggles

PROSPECTS AND OPPORTUNITIES

Rising popularity of CBD could inform new product development

Plant-based hot drinks set to thrive over the forecast period, following initial dip early on

Growing obesity concerns to support sales of health and wellness hot drinks

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EXECUTIVE SUMMARY

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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