

HW Staple Foods in the Czech Republic

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

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Report description:

Health and wellness staple foods saw a strong year in terms of value sales growth in 2023, with demand fuelled by a sharp rise in unit prices. Robust sales also came from claims like gluten-free and segments like meat substitutes, as a growing number of Czech consumers are looking to lead healthier lifestyles in the post-pandemic period. This is reflected in the growing number of vegans and vegetarians, but more importantly in the rising number of flexitarian consumers, who have been key to the...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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 Staple Foods 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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HW STAPLE FOODS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers invest in health and wellness staple foods despite economic challenges

Gluten free leads health and wellness staple foods in 2023

Rising obesity concerns fuel interest in no salt staple foods and low sugar breakfast cereals

PROSPECTS AND OPPORTUNITIES

Consumers to become more conscientious in their purchasing decisions as disposable income recovers, supporting sales in plant-based options

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

Baked goods to benefit from expansion of fortified options, while current trends will continue to inform innovation in breakfast cereals

MARKET DATA

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HEALTH AND WELLNESS IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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