



Bottled Water in the Czech Republic

November 2025

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Bottled Water in the Czech Republic - Category analysis

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2025 DEVELOPMENTS

Functional innovation and expanding wellness positioning underpin category growth

INDUSTRY PERFORMANCE

Stable demand supported by entrenched consumption habits

Functional bottled water drives category dynamism and reshapes value growth

WHAT'S NEXT?

Volume stability expected, with functional waters shaping future growth

Digital and technological advancements broaden access and support premiumisation

Health and wellness continues to define category positioning

COMPETITIVE LANDSCAPE

Mattoni 1873 strengthens leadership through broad portfolio and sustained innovation

Maspex Czech drives fastest growth through functional focus

CHANNELS

Hypermarkets remain the dominant channel due to breadth and promotional intensity

E-commerce and discounters gain relevance as convenience and affordability reshape purchasing habits

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KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity and discount reliance continue to shape purchasing behaviour

Health and wellness trends sustain premium pockets of growth

Innovation accelerates as brands target younger and health-conscious consumers

WHAT'S NEXT?

Functional innovation and reduced-sugar formulations will underpin forecast growth

Potential legislative changes create uncertainty around sugar and energy drinks

Channel fragmentation will intensify, supported by e-commerce and expanded retail networks

COMPETITIVE LANDSCAPE

Leading companies consolidate their positions through broad portfolios and innovation

Dynamic players benefit from category momentum and strong innovation pipelines

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