# Coffee in the Czech Republic

November 2025

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## Coffee in the Czech Republic - Category analysis

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Pricing pressures, selective premiumisation and evolving consumer habits shape category dynamics in 2025

### INDUSTRY PERFORMANCE

Inflation-driven price increases shape purchasing behaviour as consumers rely heavily on promotions

Fresh coffee beans remain the most dynamic category as at-home espresso culture strengthens

### WHAT'S NEXT?

Moderate retail value growth expected, supported by beans and capsules despite continued price sensitivity

Digitalisation drives the next wave of category development as subscription models and online platforms expand

Sustainability and wellness initiatives grow in relevance as brands adopt more accessible, affordable solutions

### COMPETITIVE LANDSCAPE

Tchibo strengthens its leadership through broad category coverage and expanding subscription services

Jacobs Douwe Egberts drives dynamic growth through strong brand equity and heavy marketing investment

### CHANNELS

Hypermarkets remain the leading channel but face pressure from supermarkets and discounters

E-commerce accelerates as consumers embrace convenience, subscriptions and wider product choice

### CATEGORY DATA

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## Hot Drinks in the Czech Republic - Industry Overview

### EXECUTIVE SUMMARY

Inflation drives value growth while consumers maintain core hot drink habits

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Rising commodity prices and persistent inflation reshape consumer purchasing behaviour

Heightened focus on wellness spurs growth of functional and natural tea varieties

Cost-efficient sustainability gains importance as consumers seek accessible environmental value

### WHAT'S NEXT?

Steady forecast growth supported by improving household confidence

Innovation shaped by wellness, sustainability and digital engagement

E-commerce expansion and channel reshaping

## COMPETITIVE LANDSCAPE



## CHANNELS



## FOODSERVICE VS RETAIL SPLIT



## MARKET DATA



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## SOURCES



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