



Health and Wellness in the Czech Republic

July 2024

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Health and Wellness in the Czech Republic

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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

MARKET DATA

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2023 DEVELOPMENTS

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Good source of minerals bottled water sees strong gains as competition heats up
Good source of antioxidants records positive performance in 2023

PROSPECTS AND OPPORTUNITIES

Bright future predicted for health and wellness soft drinks but with a growing focus on sustainability issues
Good source of minerals to remain the largest claim, with new innovations anticipated, while sports drinks will gain ground through functionality
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Gluten free is leading claim in health and wellness snacks

Vegetarian and vegan continue to rise as sugar confectionery players invest more in healthy positioning

PROSPECTS AND OPPORTUNITIES

Healthier snacking options to enjoy positive growth over forecast period

Vegan and plant-based offer further potential within health and wellness snacks

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Vegetarian prepared baby food responsible for development of vegetarian claim in overall category, while plant-based variants continue to rise

Lactose free products thrive in 2023 as cases of food intolerance rise

PROSPECTS AND OPPORTUNITIES

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Natural holds first place among health and wellness claims in cooking ingredients and meals in 2023

Rising health awareness and demand for natural options supports growth for organic products

PROSPECTS AND OPPORTUNITIES

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Vegan, vegetarian and plant-based claims set to expand

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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

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