



Health and Wellness in the Czech Republic

January 2026

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Health and Wellness in the Czech Republic

EXECUTIVE SUMMARY

Food and beverage industry places strong emphasis on health and wellness

INDUSTRY PERFORMANCE

Czechs are drawn to natural and bio claims

“Low sugar” and “high protein” gain appeal as “low fat” begins to lose traction

WHAT'S NEXT

Health claims face a promising outlook

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HW Hot Drinks in the Czech Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers shift towards healthier hot beverages

INDUSTRY PERFORMANCE

Consumers seek value-added hot beverages

Strong demand for no caffeine coffee

Natural and bio claims are significant in hot drinks

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INDUSTRY PERFORMANCE

Low sugar and natural claims fuel product development

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INDUSTRY PERFORMANCE

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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High fibre claims stand out in baked goods

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