Other Hot Drinks in the Czech Republic

November 2025

Table of Contents

Other Hot Drinks in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price escalation, shifting household dynamics and evolving wellness expectations reshape category performance

INDUSTRY PERFORMANCE

Price-led growth masks volume softness as consumers shift toward healthier or more affordable alternatives

Chocolate-based flavoured powder drinks grow in value but lose further ground in volume

WHAT'S NEXT?

Moderate value growth expected as prices stabilise and plant-based alternatives expand

Digital convenience and automated fulfilment reshape category accessibility

Wellness-driven reformulation and clean-label demands shape future product innovation

COMPETITIVE LANDSCAPE

Nestlé maintains overwhelming dominance through strong brands, value-focused strategies and broad distribution

Lidl and Nestlé drive the strongest growth through private label expansion and brand power

CHANNELS

Hypermarkets remain the primary channel despite gradual share loss to smaller formats

E-commerce accelerates as consumers embrace online grocery for long-shelf-life beverages

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

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

Leading companies strengthen their positions through innovation and expanded service models

The most dynamic players gain traction through strong brand portfolios and premium positioning

Private label maintains a firm foothold as price sensitivity shapes consumer behaviour

CHANNELS

Hypermarkets remain the leading distribution channel as broad assortments and heavy promotions support demand

E-commerce delivers the fastest growth through expanded assortment, convenience and subscription models

Supermarkets and discounters gain share through convenience, strong private label propositions and increasing promotional intensity

FOODSERVICE VS RETAIL SPLIT

Foodservice demand recovers as colder weather, stabilising incomes and premium coffee culture lift on-trade consumption

Innovation in foodservice formats expands the role of on-the-go beverages and reinforces brand visibility

Retail performance remains stable but faces indirect pressure from recovering on-trade demand

MARKET DATA

COUNTRY REPORTS DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-the-czech-republic/report.