



Euromonitor  
International

# RTD Coffee in the Czech Republic

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## RTD Coffee in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising café culture and flavour innovation fuel category expansion

#### INDUSTRY PERFORMANCE

RTD coffee gains momentum in retail channels as chilled coffee becomes more mainstream

On-trade declines reflect preference for freshly prepared beverages despite rising interest in cold coffee

#### WHAT'S NEXT?

RTD coffee to sustain strong growth as chilled formats diversify and younger consumers drive adoption

Digital marketing, dairy-free innovation and packaging advances support premiumisation

Health and wellness trends and possible sugar legislation shape future development

#### COMPETITIVE LANDSCAPE

Nestlé maintains category leadership through strong brand equity and extensive distribution

Hell Energy and Starbucks drive dynamism with innovation and lifestyle branding

#### CHANNELS

Hypermarkets remain dominant thanks to assortment breadth and competitive pricing

E-commerce grows fastest; forecourt retail expands with on-the-go consumption

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### EXECUTIVE SUMMARY

Economic stabilisation supports a steadying of soft drinks consumption despite continued price sensitivity

### 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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