



# Yoghurt and Sour Milk Products in the Czech Republic

August 2025

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Flavoured yoghurt is the most dynamic category in terms of new launches and growth

Olma rides local edge to gain retail value share

Discounters gain ground through a widening network and competitive prices

#### PROSPECTS AND OPPORTUNITIES

Numerous growth drivers to boost the demand for yoghurt and sour milk products

Healthier options to capture consumers' attention

Local consumers to support sustainable products and packaging

#### CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

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#### SOURCES

Summary 1 - Research Sources

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