



Juice in the Czech Republic

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

High prices and shifting health perceptions weigh on demand

INDUSTRY PERFORMANCE

Rising prices and lower perceived health value drive decline in 2025

Plant waters gain traction as the most dynamic segment

WHAT'S NEXT?

Ongoing volume decline expected as health perceptions shift further

Digital and technological developments support channel expansion and new product formats

Health and wellness and potential sugar taxation accelerate shift toward low-sugar and fortified products

COMPETITIVE LANDSCAPE

Maspex Czech remains the leading player with broad distribution and strong brand equity

Linea Nivnice records the strongest growth through affordable innovation and broader flavour mixes

CHANNELS

Hypermarkets remain the leading channel due to assortment breadth and frequent promotions

Discounters are the most dynamic channel as private label strengthens its quality positioning

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Soft Drinks in the Czech Republic - Industry Overview

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

CHANNELS

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E-commerce and discounters are the most dynamic channels, while convenience reshapes offline shopping patterns

Foodservice vs retail

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