



# Juice in the Czech Republic

December 2024

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## Juice in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The VAT increase impacts sales of juice as consumers reduce their consumption  
Orange juice sales suffer as supply issues impact the price point of oranges  
Consumers wait for deals and discounts before purchasing juice drinks

#### PROSPECTS AND OPPORTUNITIES

Private label and discounter brands gain ground as consumers look to save costs  
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