Energy Drinks in the Czech Republic

November 2025

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Energy Drinks in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong performance supported by youth demand, NPD, and wellness-aligned reformulation

INDUSTRY PERFORMANCE

Volume and value sales expand as youth-driven demand and promotions support category momentum

Reduced sugar energy drinks lead growth as reformulation and flavour innovation accelerate

WHAT'S NEXT?

Category to remain on a growth path but faces uncertainty from regulatory developments

Digital-first marketing, premiumisation and craft-style innovation to shape brand differentiation

Legislative tightening to prompt reformulation and stronger responsible marketing practices

COMPETITIVE LANDSCAPE

Red Bull retains market leadership with strong brand equity and omnichannel visibility

Monster and private label ranges drive competitive dynamism through pricing, NPD and visibility

CHANNELS

Hypermarkets remain the primary channel due to strong promotions and broad assortment

E-commerce and forecourt retail grow rapidly as convenience and impulse needs rise

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

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

Hypermarkets remain the leading channel due to assortment breadth and strong pricing

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

Foodservice vs retail

MARKET DATA

APPENDIX

Fountain sales in the Czech Republic

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SOURCES

Summary 1 - Research Sources

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