



Dairy Products and Alternatives in the Czech Republic

August 2025

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DISCLAIMER

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Widening consumer base sustains strong demand growth for prepared baby food

Focus on prepared baby food supports Hero Czech's strong performance

Wide and specialised assortments favour health and beauty specialists

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Slow shift to convenient, smaller formats increases the pressure on hypermarkets

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Good quality products at affordable prices win over consumers to private label
Hypermarkets and discounters dominate the distribution of drinking milk products

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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PROSPECTS AND OPPORTUNITIES

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Local player Madeta leverages a wide presence, strong distribution and an association with Czech quality

Shift to smaller, more convenient formats

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CATEGORY DATA

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Growing competition in the distribution of plant-based dairy

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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