



HW Hot Drinks in the Czech Republic

January 2026

Table of Contents

HW Hot Drinks in the Czech Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers shift towards healthier hot beverages

INDUSTRY PERFORMANCE

Consumers seek value-added hot beverages

Strong demand for no caffeine coffee

Natural and bio claims are significant in hot drinks

WHAT'S NEXT

Fair trade and functional claims to evolve in upcoming years

Plant-based hot beverages offers promise

Natural claims to support premiumisation trend

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Food and beverage industry places strong emphasis on health and wellness

INDUSTRY PERFORMANCE

Czechs are drawn to natural and bio claims

“Low sugar” and “high protein” gain appeal as “low fat” begins to lose traction

WHAT'S NEXT

Health claims face a promising outlook

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