



HW Soft Drinks in the Czech Republic

January 2026

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HW Soft Drinks in the Czech Republic - Category analysis

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2024 DEVELOPMENTS

Broad use of health and wellness claims in soft drinks

INDUSTRY PERFORMANCE

Low sugar and natural claims fuel product development

Good source of minerals is key health claim

Natural is equally prominent in bottled water

WHAT'S NEXT

Strong optimism for 100% juice

Solid performance in bottled water

Low sugar trend to evolve ahead of possible legislation

CATEGORY DATA

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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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