



Euromonitor  
International

# HW Snacks in the Czech Republic

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for healthier snacks

INDUSTRY PERFORMANCE

Healthy snacking is fuelled by diverse options  
Gluten free snacks gain wider appeal  
Low fat claims remain widespread in snacks

WHAT'S NEXT

Promising outlook for healthier snacks  
Low fat to remain a popular claim  
Strong growth potential for gluten free snacks

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks 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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