



HW Dairy Products and Alternatives in the Czech Republic

January 2026

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong dependency on health and wellness claims

INDUSTRY PERFORMANCE

Health and wellness claims broaden in the category

Low fat claims are still widely used in this category

Lactose free claims are gaining traction

WHAT'S NEXT

Protein trend has strong growth potential

Lactose free trend will be tempered by rise of plant-based alternatives

Low fat claims likely to lose traction

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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