



HW Staple Foods in the Czech Republic

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health claims are led by high fibre staple foods

INDUSTRY PERFORMANCE

- Czechs are drawn to less processed and bio claims
- High fibre claims stand out in baked goods
- Gluten free trend strengthens in staple foods

WHAT'S NEXT

- Low sugar variants to be rolled out in staple foods
- Bright outlook for gluten free products
- Health claims will become more important considerations

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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