



HW Staple Foods in the Czech Republic

January 2026

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HW Staple Foods in the Czech Republic - Category analysis

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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

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Bright outlook for gluten free products

Health claims will become more important considerations

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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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