

HW Soft Drinks in the Czech Republic

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

New product launches hit the market as COVID-19 fears subside

Good source of minerals bottled water sees strong gains as competition heats up

Good source of antioxidants records positive performance within health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Bright future predicted for health and wellness soft drinks but with a growing focus on sustainability issues

Good source of minerals likely to remain the largest category with new innovations expected

A high fibre diet seen as key to good health

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

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Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

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Health and Wellness in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Overview

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