

# Carbonates in the Czech Republic

December 2024

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#### Carbonates in the Czech Republic - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Off-trade sales decline as an increase in VAT challenges carbonates in 2024

Packaging trends see a rise in the use of cans for carbonated drinks

Tonic water/mixers/other bitters gain ground as consumers look for alternatives to sugary drinks

#### PROSPECTS AND OPPORTUNITIES

Positive performance for reduced-sugar drinks which align with health demands

Innovations target Generation Z to gain ground across the forecast period

Flavour, packaging and limited edition goods shape ongoing innovation

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