

Coffee in the Czech Republic

November 2024

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Coffee in the Czech Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The increase in VAT dampens retail volume sales in coffee during 2024 Consumers focus on saving costs, trading down to private label goods Despite an overall decline, fresh ground coffee pods and beans record a positive performance

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Innovative marketing techniques expand across the forecast period Unique flavours, limited editions and brand partnerships shape innovation Packaging focuses on aesthetic appeal and sustainable attributes

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