

Tea in the Czech Republic

November 2024

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Tea in the Czech Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing decline as consumers deprioritise tea in the face of rising costs Loose black tea records marginal growth, appreciated for its cost-saving benefits Private label gains ground as consumers focus on cost savings

PROSPECTS AND OPPORTUNITIES

Innovations focus on unique flavours and added health benefits to drive growth Sustainable attributes shape product innovations and align with consumer demands Growth opportunities rise for organic and locally sourced products

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