



Euromonitor  
International

# Health and Wellness in the Czech Republic

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## Health and Wellness in the Czech Republic

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in the Czech Republic

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New product development is rife as players look to capitalise on growing interest in healthier hot drinks  
No caffeine leads claims in health and wellness hot drinks in 2023  
Plant-based coffee grows as consumers turn to healthier options, while organic tea struggles

#### PROSPECTS AND OPPORTUNITIES

Rising popularity of CBD could inform new product development  
Plant-based hot drinks set to thrive over the forecast period, following initial dip early on  
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Good source of minerals bottled water sees strong gains as competition heats up  
Good source of antioxidants records positive performance in 2023

#### PROSPECTS AND OPPORTUNITIES

Bright future predicted for health and wellness soft drinks but with a growing focus on sustainability issues  
Good source of minerals to remain the largest claim, with new innovations anticipated, while sports drinks will gain ground through functionality  
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Gluten free is leading claim in health and wellness snacks

Vegetarian and vegan continue to rise as sugar confectionery players invest more in healthy positioning

#### PROSPECTS AND OPPORTUNITIES

Healthier snacking options to enjoy positive growth over forecast period

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Vegetarian prepared baby food responsible for development of vegetarian claim in overall category, while plant-based variants continue to rise

Lactose free products thrive in 2023 as cases of food intolerance rise

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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Gluten free leads health and wellness staple foods in 2023

Rising obesity concerns fuel interest in no salt staple foods and low sugar breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Consumers to become more conscientious in their purchasing decisions as disposable income recovers, supporting sales in plant-based options

High protein full of promise as consumers look to lead healthier and more active lives

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