



Hot Drinks in the Czech Republic

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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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

PROSPECTS AND OPPORTUNITIES

- Innovative marketing techniques expand across the forecast period
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Private label gains ground as consumers focus on cost savings

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CATEGORY DATA

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An unhealthy perception challenges sales of chocolate-based hot drinks
Nestlé Cesko offers a strong, highly recognised portfolio in other hot drinks

PROSPECTS AND OPPORTUNITIES

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