



Euromonitor
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Rtds in the Czech Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs surge in popularity as consumers prioritise convenience and mindful drinking
Rising competition as new players energise the RTD landscape
Evolving distribution landscape supports RTD category growth

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RTDs set to lead alcoholic drinks growth as health consciousness shapes future consumption
In-store displays enhance product visibility and drive sales uplift
Flavour experimentation and packaging innovation set to shape future NPD

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Alcoholic Drinks in the Czech Republic - Industry Overview

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2024 key trends
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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

SOURCES

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