



Snacks in the Czech Republic

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cocoa prices soar in 2024 as suppliers unable to meet demand due to poor harvests
- Price promotions having a significant impact on consumer purchasing decisions
- Filled and plain milk driving sales of tablets

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Protein/energy bars proving popular with younger consumers

Private label thriving thanks to competitive prices and new product development

PROSPECTS AND OPPORTUNITIES

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