



**Euromonitor  
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# Processed Meat, Seafood and Alternatives To Meat in the Czech Republic

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Lower VAT rate eases price burden for consumers
- Search for value for money boosts the appeal of private label
- The demand for processed meat benefits from a strong grilling and barbecue trend

PROSPECTS AND OPPORTUNITIES

- Meat and seafood substitutes to make further gains but challenges remain
- Improving logistics and changing consumer behaviours support a shift to e-commerce
- Opportunities for a wider choice of processed seafood as the economic situation improves

CATEGORY DATA

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Staple Foods in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive landscape
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## SOURCES

### Summary 1 - Research Sources

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