



HW Snacks in the Czech Republic

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices and weakened purchasing power hamper growth of health and wellness snacks in 2023

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

Vegan and plant-based offer further potential within health and wellness snacks

Keto snacks one to watch over forecast period, particularly within chocolate confectionery, while salty snacks will see greater variety of healthy alternatives

MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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