



Euromonitor  
International

# HW Dairy Products and Alternatives in the Czech Republic

July 2024

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low fat is leading claim, while organic sees rises and falls

Vegetarian prepared baby food responsible for development of vegetarian claim in overall category, while plant-based variants continue to rise

Lactose free products thrive in 2023 as cases of food intolerance rise

#### PROSPECTS AND OPPORTUNITIES

Private label, lactose free and sustainable packaging all set to shine over the forecast period

Plant-based diets fuel progress in dairy products and alternatives

Digestive health on the menu as consumers look for relief, while protein and probiotic functionality will expand

#### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-dairy-products-and-alternatives-in-the-czech-republic/report](http://www.euromonitor.com/hw-dairy-products-and-alternatives-in-the-czech-republic/report).