



HW Dairy Products and Alternatives in the Czech Republic

July 2024

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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

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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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