



HW Staple Foods in the Czech Republic

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers invest in health and wellness staple foods despite economic challenges

Gluten free leads health and wellness staple foods in 2023

Rising obesity concerns fuel interest in no salt staple foods and low sugar breakfast cereals

PROSPECTS AND OPPORTUNITIES

Consumers to become more conscientious in their purchasing decisions as disposable income recovers, supporting sales in plant-based options

High protein full of promise as consumers look to lead healthier and more active lives

Baked goods to benefit from expansion of fortified options, while current trends will continue to inform innovation in breakfast cereals

MARKET DATA

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

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

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

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Table 9 - Forecast Sales of Staple Foods 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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