

# Better For You Beverages in the Czech Republic

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## Abstracts

More Czech households are concerned about their immunity and health after the outbreak of the COVID-19 pandemic in 2020. Consequently, consumers continued to perceive sugar as unhealthy as their health concerns increased in 2021. Nevertheless, not all categories of BFY reduced sugar beverages are popular. However, Czech consumers purchased more reduced sugar RTD tea, other low calorie cola and reduced sugar energy drinks, with these categories seeing the most retail value sales growth in 2021. F...

Euromonitor International's Better For You Beverages in Czech Republic report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Reduced sugar beverages best performing category in 2021 thanks to health concerns

Other low calorie cola offers growth opportunities in 2021

Demand for reduced sugar RTD tea rises in 2021 as restrictions are lifted

#### PROSPECTS AND OPPORTUNITIES

Players will need to innovate energy drinks during the forecast period as consumers prefer naturally derived reduced sugar tastes

Reduced sugar non-cola carbonate manufacturers set to succeed during the forecast period if they copy Fanta Zero's recipe

Demand for BFY reduced caffeine hot drinks likely to increase should players invest in marketing and new product development during the forecast period

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