

Food Intolerance in the Czech Republic

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Abstracts

Consumption of food intolerance packaged food products was driven by the increasing number of consumers who suffer from certain food intolerance (gluten/lactose intolerant consumers and diabetic consumers). It is not fashionable for Czech consumers to purchase food intolerance products to avoid gluten and sugar (in the sense of purchasing products for diabetic people) or lactose deliberately.

Euromonitor International's Food Intolerance 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 2008-2012, 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 2017 illustrate how the market is set to change.

Product coverage: Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

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

Why buy this report?

Get a detailed picture of the Food Intolerance 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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Executive Summary

Health and Wellness Products Continue Their Development

Private Label Strengthens and Stevia (natural Sweetener) Appears in Soft Drinks

Domestic and International Companies Both Active in Developing Health- Beneficial Ingredients

Hypermarkets Leads Sales of Hw Products

Prospects Good for Health and Wellness With Partial Revival of Czech Purchasing Power

Key Trends and Developments

Health and Wellness Trend Attracts More Interest in the Country

Private Label Products Actively Introduce Hw Products, Sometimes Driving Innovation
Stevia and Superfruit on Stage

Both Domestic and International Players Operate Successfully Within Hw

Hypermarkets Remains the Most Important Distribution Channel

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