

# Fortified/Functional Packaged Food in the Czech Republic

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## Abstracts

The pandemic accelerated demand for value added products such as fortified/functional (FF) packaged food, leading to increased consumer interest in 2021. Czech consumers were mostly interested in added protein, probiotics as well as vitamins and minerals in dairy. This trend was reflected in retail value sales growth of FF probiotic yoghurt, FF flavoured milk drinks and FF fromage frais and quark. New product development also reflected this trend. For example, M?ller CR/SR ks introduced the M?ll...

Euromonitor International's Fortified/Functional Packaged Food 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:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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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Consumers prefer NH sweet biscuits to FF sweet biscuits in 2021

Extra weight from lockdowns leads to rise in demand for FF snack bars in 2021

#### PROSPECTS AND OPPORTUNITIES

FF dairy set to see rise in demand during the forecast period thanks to consumers' interest in health

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