

# Naturally Healthy Packaged Food in the Czech Republic

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## Abstracts

Demand for naturally healthy (NH) packaged food continued to benefit from the COVID-19 pandemic in 2021. During the pandemic, more Czech households became aware of their health and opted for naturally healthy packaged food to build their immune systems. As a result, NH high fibre sweet biscuits and NH high fibre baked goods saw particularly strong retail value sales growth in 2021. Furthermore, although sweets biscuits did not fare well in 2021 NH high fibre sweet biscuits with wholegrain flour,...

Euromonitor International's Naturally Healthy 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:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

**Why buy this report?**

Get a detailed picture of the Naturally Healthy 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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NH high fibre pasta sees slowing sales in 2021 due to gradual lifting of home seclusion measures

#### PROSPECTS AND OPPORTUNITIES

NH high fibre food likely to see rise in demand as more younger consumers follow a healthy lifestyle

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