



# Juice in the Czech Republic

November 2023

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## Juice in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Perception of juice as a treat helps to limit foodservice volume decline in 2023  
Private label benefits from good quality, lower price positioning  
Lower price but similar taste nectars win consumers from 100% juice

#### PROSPECTS AND OPPORTUNITIES

Consumers to continue to seek discounts when purchasing juice  
More consumers are expected to be willing to pay more for health and wellness benefits  
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