



# HW Soft Drinks in the Czech Republic

July 2024

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### EY DATA FINDINGS

#### 2023 DEVELOPMENTS

New product launches hit the market post-pandemic

Good source of minerals bottled water sees strong gains as competition heats up

Good source of antioxidants records positive performance in 2023

#### PROSPECTS AND OPPORTUNITIES

Bright future predicted for health and wellness soft drinks but with a growing focus on sustainability issues

Good source of minerals to remain the largest claim, with new innovations anticipated, while sports drinks will gain ground through functionality

A high fibre diet seen as key to good health

#### MARKET DATA

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#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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