Hot Drinks in the Czech Republic

November 2025

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INDUSTRY PERFORMANCE

Stabilising demand and strong promotional reliance support modest category recovery

Herbal and loose teas strengthen, while fruit teas face declining relevance

WHAT'S NEXT?

Demand expected to rise as premiumisation returns and functional positioning strengthens

New production technologies unlock functional and sustainability-led innovation

Health, wellness and clean labels expected to dominate consumer decision-making

COMPETITIVE LANDSCAPE

Teekanne strengthens its leadership through broad assortment and functional innovation

Smaller players gain momentum while established brands capture the largest absolute growth

CHANNELS

Hypermarkets remain the main channel but face pressure from expanding supermarkets and discounters

E-commerce grows rapidly through premium assortment, niche offerings and direct-to-consumer models

CATEGORY DATA

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Other Hot Drinks in the Czech Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price escalation, shifting household dynamics and evolving wellness expectations reshape category performance

INDUSTRY PERFORMANCE

Price-led growth masks volume softness as consumers shift toward healthier or more affordable alternatives

Chocolate-based flavoured powder drinks grow in value but lose further ground in volume

WHAT'S NEXT?

Moderate value growth expected as prices stabilise and plant-based alternatives expand

Digital convenience and automated fulfilment reshape category accessibility

Wellness-driven reformulation and clean-label demands shape future product innovation

COMPETITIVE LANDSCAPE

Nestlé maintains overwhelming dominance through strong brands, value-focused strategies and broad distribution

Lidl and Nestlé drive the strongest growth through private label expansion and brand power

CHANNELS

Hypermarkets remain the primary channel despite gradual share loss to smaller formats

E-commerce accelerates as consumers embrace online grocery for long-shelf-life beverages

CATEGORY DATA