



Euromonitor
International

RTD Coffee in the Czech Republic

November 2025

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RTD Coffee in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising café culture and flavour innovation fuel category expansion

INDUSTRY PERFORMANCE

RTD coffee gains momentum in retail channels as chilled coffee becomes more mainstream

On-trade declines reflect preference for freshly prepared beverages despite rising interest in cold coffee

WHAT'S NEXT?

RTD coffee to sustain strong growth as chilled formats diversify and younger consumers drive adoption

Digital marketing, dairy-free innovation and packaging advances support premiumisation

Health and wellness trends and possible sugar legislation shape future development

COMPETITIVE LANDSCAPE

Nestlé maintains category leadership through strong brand equity and extensive distribution

Hell Energy and Starbucks drive dynamism with innovation and lifestyle branding

CHANNELS

Hypermarkets remain dominant thanks to assortment breadth and competitive pricing

E-commerce grows fastest; forecourt retail expands with on-the-go consumption

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Soft Drinks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Economic stabilisation supports a steadying of soft drinks consumption despite continued price sensitivity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity and discount reliance continue to shape purchasing behaviour

Health and wellness trends sustain premium pockets of growth

Innovation accelerates as brands target younger and health-conscious consumers

WHAT'S NEXT?

Functional innovation and reduced-sugar formulations will underpin forecast growth

Potential legislative changes create uncertainty around sugar and energy drinks

Channel fragmentation will intensify, supported by e-commerce and expanded retail networks

COMPETITIVE LANDSCAPE

Leading companies consolidate their positions through broad portfolios and innovation

Dynamic players benefit from category momentum and strong innovation pipelines

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E-commerce and discounters are the most dynamic channels, while convenience reshapes offline shopping patterns

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