



Sports Drinks in the Czech Republic

November 2025

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Sports Drinks in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth continues amid rising competition from functional bottled water

INDUSTRY PERFORMANCE

Category growth stabilises as functional bottled water captures casual users

Regular sports drinks remain the key growth driver as exercise culture expands

WHAT'S NEXT?

Category growth expected to soften as competition intensifies

Digital expansion and specialised retail channels increase access and visibility

Health and wellness trends drive demand for clearer functional positioning

COMPETITIVE LANDSCAPE

Coca-Cola HBC strengthens its lead through visibility and distribution scale

Powerade drives fastest growth with flavour innovation and strong marketing

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Supermarkets remain the primary channel due to convenience and strong assortment

E-commerce and health specialists gain momentum as consumers seek targeted products

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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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Hypermarkets remain the leading channel due to assortment breadth and strong pricing

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

Foodservice vs retail

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