

Concentrates in the Czech Republic

November 2023

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Concentrates in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Downward trajectory in the demand for concentrates continues at the end of the review period Brands continue to hold sway in concentrates Consumers show a more conservative approach to flavours

PROSPECTS AND OPPORTUNITIES

Reduced sugar alternatives to offer some dynamism to concentrates E-commerce offers opportunities to win new consumers Powder concentrates to see the fastest decline

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