

Juice in the Czech Republic

November 2023

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Juice in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Perception of juice as a treat helps to limit foodservice volume decline in 2023

Private label benefits from good quality, lower price positioning

Lower price but similar taste nectars win consumers from 100% juice

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Consumers to continue to seek discounts when purchasing juice

More consumers are expected to be willing to pay more for health and wellness benefits

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