

# HW Snacks in the Czech Republic

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rising prices and weaker purchasing power hamper growth of health and wellness snacks in 2022

Health and weight concerns mean low fat is largest health and wellness snacks claim in 2022

Vegetarian records positive sales growth within health and wellness snacks in 2022

#### PROSPECTS AND OPPORTUNITIES

Healthier snacking options to enjoy positive growth over forecast period

Vegan and plant-based offer further potential within health and wellness snacks

Keto snacks one to watch over forecast period, particularly within chocolate confectionery

#### CATEGORY DATA

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Overview

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