



Euromonitor
International

RTD Tea in the Czech Republic

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea gains momentum as consumers seek healthier and more refreshing alternatives

INDUSTRY PERFORMANCE

RTD tea expands rapidly as consumer interest shifts towards healthier and lower-sugar beverages
Carbonated RTD tea and kombucha leads growth as functional attributes drive engagement

WHAT'S NEXT?

RTD tea expected to maintain strong growth as kombucha and premium reduced-sugar options expand
Digital expansion supports visibility, flavour experimentation, and premium positioning
Health and wellness and potential future regulation reinforce the shift to reduced-sugar variants

COMPETITIVE LANDSCAPE

Mattoni 1873 leads through strong brand equity, broad reach and sustained innovation
Maspex Czech records dynamic growth with health-aligned Nestea innovations

CHANNELS

Hypermarkets remain the leading channel through broad assortments and value-driven promotions
E-commerce grows fastest; health and beauty specialists expand presence through chilled impulse placement

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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

CHANNELS

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

MARKET DATA

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