Euromonitor International

Tea in the Czech Republic

November 2025

Table of Contents

Tea in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heightened price sensitivity, wellness demand and shifting category preferences shape tea consumption in 2025

INDUSTRY PERFORMANCE

Stabilising demand and strong promotional reliance support modest category recovery
Herbal and loose teas strengthen, while fruit teas face declining relevance

WHAT'S NEXT?

Demand expected to rise as premiumisation returns and functional positioning strengthens
New production technologies unlock functional and sustainability-led innovation
Health, wellness and clean labels expected to dominate consumer decision-making

COMPETITIVE LANDSCAPE

Teekanne strengthens its leadership through broad assortment and functional innovation
Smaller players gain momentum while established brands capture the largest absolute growth

CHANNELS

Hypermarkets remain the main channel but face pressure from expanding supermarkets and discounters
E-commerce grows rapidly through premium assortment, niche offerings and direct-to-consumer models

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025
Table 2 - Retail Sales of Tea by Category: Value 2020-2025
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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Hot Drinks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Inflation drives value growth while consumers maintain core hot drink habits

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising commodity prices and persistent inflation reshape consumer purchasing behaviour
Heightened focus on wellness spurs growth of functional and natural tea varieties
Cost-efficient sustainability gains importance as consumers seek accessible environmental value

WHAT'S NEXT?

Steady forecast growth supported by improving household confidence
Innovation shaped by wellness, sustainability and digital engagement
E-commerce expansion and channel reshaping

COMPETITIVE LANDSCAPE

Leading companies strengthen their positions through innovation and expanded service models
The most dynamic players gain traction through strong brand portfolios and premium positioning
Private label maintains a firm foothold as price sensitivity shapes consumer behaviour

CHANNELS

Hypermarkets remain the leading distribution channel as broad assortments and heavy promotions support demand
E-commerce delivers the fastest growth through expanded assortment, convenience and subscription models
Supermarkets and discounters gain share through convenience, strong private label propositions and increasing promotional intensity

FOODSERVICE VS RETAIL SPLIT

Foodservice demand recovers as colder weather, stabilising incomes and premium coffee culture lift on-trade consumption
Innovation in foodservice formats expands the role of on-the-go beverages and reinforces brand visibility
Retail performance remains stable but faces indirect pressure from recovering on-trade demand

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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