

Free From in the Czech Republic

January 2022

Table of Contents

Free From in the Czech Republic - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for free from rises as consumers become more health conscious in 2021
Rising number of vegans leads to new product development in 2021
E-commerce retailers focus on free from meat in 2021, by enlarging available offer

PROSPECTS AND OPPORTUNITIES

Sales of free from meat set to grow during the forecast period thanks to ethical, environmental and health reasons
Private label likely to see increase in value share in the forecast period due to consumers' price sensitivity
Convenience of free from frozen products is expected to boost demand during the forecast period

CATEGORY DATA

Table 1 - Sales of Free From by Category: Value 2016-2021
Table 2 - Sales of Free From by Category: % Value Growth 2016-2021
Table 3 - NBO Company Shares of Free From: % Value 2017-2021
Table 4 - LBN Brand Shares of Free From: % Value 2018-2021
Table 5 - Distribution of Free From by Format: % Value 2016-2021
Table 6 - Forecast Sales of Free From by Category: Value 2021-2026
Table 7 - Forecast Sales of Free From by Category: % Value Growth 2021-2026

Health and Wellness in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for health and wellness?

MARKET DATA

Table 8 - Sales of Health and Wellness by Type: Value 2016-2021
Table 9 - Sales of Health and Wellness by Type: % Value Growth 2016-2021
Table 10 - Sales of Health and Wellness by Category: Value 2016-2021
Table 11 - Sales of Health and Wellness by Category: % Value Growth 2016-2021
Table 12 - Sales of Health and Wellness by Prime Positioning: Value 2016-2021
Table 13 - Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021
Table 14 - NBO Company Shares of Health and Wellness: % Value 2017-2021
Table 15 - LBN Brand Shares of Health and Wellness: % Value 2018-2021
Table 16 - Distribution of Health and Wellness by Format: % Value 2016-2021
Table 17 - Distribution of Health and Wellness by Format and Category: % Value 2021
Table 18 - Forecast Sales of Health and Wellness by Type: Value 2021-2026
Table 19 - Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026
Table 20 - Forecast Sales of Health and Wellness by Category: Value 2021-2026
Table 21 - Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026
Table 22 - Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026
Table 23 - Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/free-from-in-the-czech-republic/report.