



Beer in the Czech Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer consumption declines as price sensitivity and moderation reshape demand
Non-alcoholic innovation and brand collaborations target younger demographics
Discounters and online retail expand as distribution patterns evolve

PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer drives modest growth as traditional consumption declines
Craft beer and microbreweries gain visibility through tourism and authenticity
Innovation in flavour and function reshapes beer's appeal to younger audiences

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- Retail developments
- On-trade vs off-trade split
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- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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DISCLAIMER

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