



Euromonitor
International

Wine in the Czech Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine consumption remains stable as affordability and health perceptions support demand
Producers navigate new constraints while driving innovation across wine formats
Convenience shapes retail dynamics as traditional formats lose ground

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Non-alcoholic and sparkling wines expected to drive modest growth
Sustainability shapes production practices and consumer preferences
Single-serve innovation redefines convenience and shelf appeal

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2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
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