



Euromonitor  
International

# Cider/Perry in the Czech Republic

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stagnating growth amid mounting competition from alternative low-alcohol options
- Brand consolidation leads to duopolistic market structure
- Discounters and e-commerce gain ground as cider distribution diversifies

PROSPECTS AND OPPORTUNITIES

- Low-alcohol preferences among younger adults to support non-alcoholic cider growth
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- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

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

TAXATION AND DUTY LEVIES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cider-perry-in-the-czech-republic/report](https://www.euromonitor.com/cider-perry-in-the-czech-republic/report).