



Euromonitor
International

Alcoholic Drinks in the Czech Republic

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Flavour Experimentation Drives Innovation to Reshape Consumer Demand

Chart 2 - Plzenský Prazdroj Launches Birell Active Functional Alcohol-Free Beer

Staropramen and Plzenský Prazdroj Drive Nolo Innovation Trend

Chart 3 - Staropramen Expands Flavoured Beer with Functional Ingredients

Rtds Capture Younger Drinkers as Reinvention Takes Hold

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Flavour Innovation and Nolo Product Launches Attract Young Adults to Rtds

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Alcoholic Drinks

Plzenský Prazdroj Expands Non-Alcoholic Beer and Cider to Strengthen Leadership

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Discounters Win Value-Conscious Shoppers as Hypermarkets Lose Ground

Cost-Driven Drinking at Home Boosts Off-Trade as On-Trade Declines

Rohlik and Kosik Expand E-Commerce with Premium and Convenience Focus

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

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 11 - Economic Context for Alcoholic Drinks

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Alcoholic Drinks

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in the Czech Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Shifts in Alcohol Consumption and Market Saturation Force Contraction in Beer Volumes

Chart 18 - Functional Alcohol-Free Beers Expand as Brewers Introduce Active Lifestyle Variants

Lager Remains Dominant as Non-Alcoholic Beer Delivers Standout Growth

Birell Active and Staropramen Cool+ Capture Consumers Seeking Moderation

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Private Label and Discounts as Home Drinking Rises

Brewers Accelerate Sustainability and Innovation to Sustain Demand

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Plzenský Prazdroj Strengthens Leadership through Broad Portfolio and Innovation

Chart 23 - Summer-Edition Fruit Sour Beer From Elektrarna by Plzensky Prazdroj

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Discounters and Supermarkets Gain Ground as Shoppers Seek Convenience

Rohlik.Cz and Kosik.Cz Drive E-Commerce Sales Even as Offline Remains Dominant

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beer

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beer

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in the Czech Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 32 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Steady Growth Supported by Fruit-Flavour Innovation

Chart 33 - Frisco Cider Launches Mango & Lime Flavour to Expand Cider Range

Craft Producers Gain Ground by Emphasising Local Authenticity

Frisco Cider's Returnable Bottles Reinforce Sustainability Credentials

Chart 34 - Craft Cider Producers Highlight Local Orchards and Traditional Fermentation

Chart 35 - Volume Sales 2020-2030

Chart 36 - Volume Sales by Category 2025

WHAT'S NEXT?

Flavour Innovation and Cocktail-Inspired Recipes to Attract Younger Drinkers

Frisco Cider Expands Returnable Bottles and Cans to Boost Sustainable Appeal

Non Alcoholic Cider/Perry Outpaces Growth as Health Trends Accelerate

Chart 37 - Forecast Volume Sales 2020-2030

Chart 38 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Plzenský Prazdroj Narrows the Gap as Heineken Česká Republika's Lead Slips

Chart 39 - Company Shares 2025

Chart 40 - Brand Shares 2025

CHANNELS

Discounters Capture Price-Sensitive Shoppers as Hypermarkets Lose Share

Online Platforms Expand Reach for Local Craft Cider Producers

ECONOMIC CONTEXT

Chart 41 - Economic Context for Cider/Perry

Chart 42 - Real Gdp Growth 2020-2030

Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Cider/Perry

Chart 45 - Population 2020-2030

Chart 46 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in the Czech Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 47 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Tesco Stores Expand Rtd Options as Demand Accelerates

Chart 48 - Retailers Expand Rtd Assortments to Meet Rising Demand

Stock Plzen-Božkov Launches Non-Alcoholic Cocktails to Capture Moderation Trend

Stock Plzen-Božkov Drives Flavour Innovation to Attract New Drinkers

Chart 49 - Stock Plzen-Božkov Launches Non-Alcoholic Cocktail Rtds Capturing Moderation Trend

Chart 50 - Volume Sales 2020-2030

Chart 51 - Volume Sales by Category 2025

WHAT'S NEXT?

Stock Plzen-Božkov Increases Canned Production to Capture Rising Demand

Producers Introduce New Flavours and Non-Alcoholic Variants to Drive Novelty

Chart 52 - Forecast Volume Sales 2020-2030

Chart 53 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bohemia Sekt and Stock Plzen-Božkov Defend Leadership as New Entrants Accelerate Growth

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

CHANNELS

Hypermarkets Expand Rtd Portfolios to Drive One-Stop Shopping

Supermarkets and Discounters Capture Growth with Expanded Rtd Ranges

Retail E-Commerce Sees Limited Uptake as Impulse and In-Store Buying Dominate

ECONOMIC CONTEXT

Chart 56 - Economic Context for Rtds

Chart 57 - Real Gdp Growth 2020-2030

Chart 58 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 59 - Consumer Context for Rtds

Chart 60 - Population 2020-2030

Chart 61 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in the Czech Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 62 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Spirits Consumption Weakens as Focus on Premiumisation Gains Traction

Chart 63 - Diplomático Premium Rum Gains Share as Consumers Trade up

Tullamore D.E.W. Embraces Flavoured Innovation to Reach Younger Drinkers

Chart 64 - Tullamore D.E.W Liqueur Launches Café Honey Flavour to Broaden Appeal

Karloff Introduces Lighter Spirits to Capture the Moderation Trend

Chart 65 - Volume Sales 2020-2030

Chart 66 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Reduce Spirits Consumption as Rtds and Non Alcoholic Options Gain Traction
Liqueurs Maintain Lead in Volume While Non Alcoholic Spirits Accelerate Growth
Retailers Expand Private Label Spirits While Brands Prioritise Innovation and Premium Offerings

Chart 67 - Forecast Volume Sales 2020-2030

Chart 68 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Stock Plzen-Božkov Sustains Leadership as Premiumisation and Innovation Reshape Competition

Chart 69 - Company Shares 2025

Chart 70 - Brand Shares 2025

CHANNELS

Discounters Expand Reach as Hypermarkets' Share Slips

ECONOMIC CONTEXT

Chart 71 - Economic Context for Spirits

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Spirits

Chart 75 - Population 2020-2030

Chart 76 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in the Czech Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 77 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Non-Alcoholic Wine Gains Traction

Chart 78 - Salon Vin Highlights Heritage and Regional Grape Varieties in Czech Wine

Chart 79 - Bohemia Sekt Expands Non-Alcoholic Wine Portfolio

Smaller and More Convenient Wine Packaging Unlocks New Occasions

Chart 80 - Volume Sales 2020-2030

Chart 81 - Volume Sales by Category 2025

WHAT'S NEXT?

Producers Expand Non-Alcoholic Wine Ranges to Attract Moderating Consumers
Winemakers Adopt "Smart Bubbles" Technology to Boost Sustainability and Product Quality
Brands Leverage Packaging Innovation to Appeal to Convenience-Driven Drinkers

Chart 82 - Forecast Volume Sales 2020-2030

Chart 83 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bohemia Sekt Leverages Retail Distribution Reach and New Formats to Defend Share

Chart 84 - Company Shares 2025

Chart 85 - Brand Shares 2025

CHANNELS

Discounters Expand Reach and Challenge Hypermarket Dominance

Supermarkets and Discounters Capture Value-Conscious Shoppers with Private Label

Premium and Gift Wines Drive Modest Online Sales as E-Commerce Recedes

ECONOMIC CONTEXT

Chart 86 - Economic Context for Wine

Chart 87 - Real Gdp Growth 2020-2030

Chart 88 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 89 - Consumer Context for Wine

Chart 90 - Population 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/alcoholic-drinks-in-the-czech-republic/report.