



# NAMUR 2009

## Demand Development of Wine Market of Czech Republic

**Sylvie GURSKÁ, Helena CHLÁDKOVÁ, Pavel TOMŠÍK**

Departement of management, Provozně ekonomická fakulta, Brno, Czech Republic  
*xgurska@node.mendelu.cz, helena.chladkova@mendelu.cz, pavel.tomsik@mendelu.cz*

This paper analyzes data of the development of the main factors of the demand for wine and wine consumption in Czech Republic. The average annual wine consumption, one of the wine demand factors, grew between 1991 and 2007 from 14.8 l to 17.5 l per capita. Following this trend, we can expect average annual wine consumption 18.0 l per capita in year 2010. Positive feature of this development is also the fact, that there grows a demand for quality wines. At the same time, there grows also consumption of the lower quality, cheap wines packed in boxes or PET bottles. Continuously growing tendency can be noticed also in the red-wine consumption. This change of consumer preferences has significantly influenced the growth of the share of the red varieties in new-planted vineyards.

The taste and preferences of consumers have been changing, that means, that consumers are the ones who decide about the wine quality and not producers. Only consumers know, "I like this wine and so I spend money on it". That is why this paper includes partial results of research oriented on conventions and behaviour of consumers in the wine market in the Czech Republic. It is necessary to identify the most important factors for wine purchase and consumption. However there are critical factors in the development of the demand for wine demand here. Specifically it is daily feasible ration of alcohol in wine and other alcoholic drinks, especially beer that we can treat such as substitute of wine. The ethanol consumption in beer accounts for 50 % of total ethanol consumption in alcoholic drinks in the Czech Republic. This paper is a part of the solution of the research plan of FBE MUAF in Brno, No. 6215648904