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### **Analysis of Wine Demand in the Czech Republic** **Helena CHLÁDKOVÁ, Pavel SYROVÁTKA**

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The current situation in the Czech wine and brewing industry is characterized by gradual changes in demand. While beer consumption is reduced, wine consumption is increased. Wine is becoming a popular drink especially among young people. It is also seen as part of a healthy diet. In comparison with neighbouring countries such as Austria and Germany wine consumption is still low, it is expected a gradual increase its consumption.

The paper is focused on the analysis of consumer demand for wine in the Czech Republic. The main objective of the paper was to assess the consumption of wine in relation to consumption of beer. The behaviour of Czech households in this area was examined on the basis of the consumption of both kind goods from in the years 1991 - 2013. The paper uses the results of earlier publications of authors, for the first „Consumer demand for wine and beer within the Czech Republic, and their mutual influences“, when based on dynamic models of gross demand for wine and beer was found that the consumption of wine and beer in Czech households does not exhibit statistically significant linkage, in the years 1991-2013.

These results are supported in the current article by research among full-time students at PEF MENDELU. Total of 361 students were contacted, from it was 109 (30.2 %) men and 252 (60.8 %) of women who studied the subject Management. The distribution by sex corresponds to the number of students studying the subject in full-time. In the questionnaire students answered questions about the frequency of drinking wine and whether the wine has substitute. The survey found that the largest number of respondents drink wine several times a month (44.3 % from them). 28.3 % from respondents drink wine less frequently than several times a month and 16.1% drink wine daily or almost daily. 64,5 % from respondents answered that wine has not substitute for them. The research results correspond with the results of a consumer survey, which let an the Viticultural Fund and the results presented by the director Jaroslav Machovec. The survey shows that among experienced wine drinkers include people with higher education and higher socio-economic status. Often these people are from the management of companies and our students will belong to them in the future.

Keywords: wine demand, consumption, market research