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Czech Beer Consumption Fell to a Record Low in 2025

Per capita drinking reached 121 liters, nearly 25% below 2007, reflecting healthier habits and a generational shift.

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Czech beer consumption fell to its lowest level on record in 2025, reaching 121 liters per person, as changing drinking habits, health concerns and generational shifts continued to reshape one of Europe’s most traditional beer markets.

The figures were reported by Czech brewing industry representatives and fresh Eurostat data cited by Novinky.cz. They show that beer consumption in the Czech Republic is now close to 25% below the level recorded in 2007, when annual consumption was nearly 159 liters per person. Consumption later slipped below 150 liters around 2010, stayed near 140 liters before the pandemic, and then declined more sharply during the Covid years. A brief recovery in 2022 did not last.

Even with the drop, the Czech Republic remains an outlier in Europe. Average beer consumption there is still almost double the European Union average of 67 liters a year.

Production also reflects the change, though the country remains an important brewing center. Czech breweries produced nearly 2 billion liters of beer in 2025, according to the country's brewers' association, accounting for 5.8% of total EU output. Across the bloc, breweries produced 34.4 billion liters last year, less than a year earlier. Germany remained by far the largest producer in the EU, followed by Spain and Poland.

Industry officials say the decline is part of a broader shift in consumer behavior rather than a sudden collapse in demand. Tomas Slunecko, executive director of the Czech Brewers and Maltsters Association, told Novinky that people are drinking less alcohol overall, trying to stay more active and paying closer attention to healthy lifestyles. He also said the change is generational, with younger consumers seeking more variety and increasingly choosing flavored, non-alcoholic or craft beers instead of traditional lager.

That pattern suggests that the decline is not affecting every segment of the beer market in the same way. Petr Dvorak, chief executive of the state-owned brewery Budejovicky Budvar, said consumers are often drinking less but choosing better-quality beer. He said higher-priced categories have been hit less hard, in line with trends seen elsewhere in Europe.

The numbers are especially notable in the Czech Republic because beer is deeply tied to the country's identity and economy. Brewing there has a history of more than 1,000 years, with the first written record of beer production dating to 1088. The country also played a major role in global brewing history in 1842, when brewer Josef Groll produced the first batch of the pale Pilsner-style lager in Plzen, a style that later spread worldwide. Since 2008, "Czech Beer" has held protected geographical indication status

in the EU.

Still, tradition has not shielded the market from long-term social and economic change. The pandemic disrupted sales through bars and restaurants and appears to have accelerated existing trends. At the same time, brewers have been dealing with higher operating costs, including energy, raw materials, packaging and distribution. While the Novinky report focused mainly on demand, the pressure from weaker consumption comes at a time when many producers are also trying to protect margins in a more cost-sensitive market.

For the broader beverages industry, the Czech figures are likely to be watched closely because they come from a country long seen as one of the world’s strongest beer markets. A sustained drop in such a mature and beer-oriented market may signal that producers and distributors need to adjust product mixes, sales channels and capacity planning to a future shaped more by moderation than by volume growth. That could support further investment in premium beer, low-alcohol and alcohol-free products, and other categories that match changing consumer preferences.

The shift also raises questions about where beer is being consumed and how that affects sales. Although the source article indicated a movement away from traditional pub drinking and toward drinking at home, the broader point for producers is that a change in venue can alter packaging demand, pricing power and product selection. On-trade sales in pubs and restaurants usually support different margins and brand positioning than retail sales for home consumption.

What remains clear is that Czech drinkers are not abandoning beer altogether. The country still ranks far above the European average, and beer remains central to its food culture, tourism image and industrial heritage. But the latest numbers show that even in a market built on centuries of brewing tradition, consumption patterns are becoming more restrained and more fragmented.

That is likely to keep pressure on brewers to adapt. Companies that once depended heavily on stable demand for standard lager may need to respond to a market where volume is lower, younger consumers are more experimental, and growth may come less from how much people drink than from what they choose to drink.