

# Spirits in the Czech Republic to 2014

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## Abstracts

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### Introduction

This databook provides key data and information on the spirits market in the Czech Republic. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Contains information on eight categories; whisk(e)y, gin & genever, liqueurs, vodka, tequila & mezcal, rum, specialty spirits and brandy

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Review of the top two companies within the spirits market, including company overview, key facts and business description

### Highlights

The market for spirits in the Czech Republic decreased at a compound annual growth

rate of 1.3% between 2004 and 2009.

The liqueurs category led the spirits market in the Czech Republic, accounting for a share of 31.4%.

The leading players in the Czech Republican spirits market is Eckes AG.

### **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the spirits market in the Czech Republic

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: spirits  
Summary category level: brandy  
Summary category level: liqueurs  
Summary category level: rum  
Summary category level: specialty spirits  
Summary category level: gin & genever  
Summary category level: whisk(e)y  
Summary category level: tequila & mezcal  
Summary category level: vodka

### **CHAPTER 2 INTRODUCTION**

What is this report about?  
How to use this report  
Market definition

### **CHAPTER 3 MARKET OVERVIEW**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

### **CHAPTER 4 LEADING COMPANY PROFILES**

Eckes AG  
Pernod Ricard

### **CHAPTER 5 CATEGORY ANALYSIS: BRANDY**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 6 CATEGORY ANALYSIS: LIQUEURS**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CATEGORY ANALYSIS: RUM**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 CATEGORY ANALYSIS: SPECIALTY SPIRITS**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09

Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 9 CATEGORY ANALYSIS: GIN & GENEVER**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 10 CATEGORY ANALYSIS: WHISK(E)Y**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 11 CATEGORY ANALYSIS: TEQUILA & MEZCAL**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14

Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 12 CATEGORY ANALYSIS: VODKA**

Value analysis (Czech Koruna), 2004?09  
Value analysis (Czech Koruna), 2009?14  
Value analysis (US dollars), 2004?09  
Value analysis (US dollars), 2009?14  
Volume analysis, 2004?09  
Volume analysis, 2009?14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 13 COUNTRY COMPARISON**

Value  
Volume  
Market share

## **CHAPTER 14 NEW PRODUCT DEVELOPMENT**

Product launches over time  
Recent product launches

## **CHAPTER 15 MACROECONOMIC PROFILE**

Macroeconomic Indicators

## **CHAPTER 16 RESEARCH METHODOLOGY**

Methodology overview  
Secondary research  
Market modeling  
Creating an initial data model  
Revising the initial data model  
Creating a final estimate

Creating demographic value splits  
Primary research  
Data finalization  
Ongoing research

## **CHAPTER 17 APPENDIX**

Future readings  
How to contact experts in your industry  
Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Spirits, Czech Republic, value by category (CZK<sup>m</sup>), 2004?14
- Figure 2: Spirits, Czech Republic, category growth comparison, by value, 2004?14
- Figure 3: Spirits, Czech Republic, volume by category (liters, million), 2004?14
- Figure 4: Spirits, Czech Republic, category growth comparison, by volume, 2004?14
- Figure 5: Spirits, Czech Republic, company share by volume (%), 2008?09
- Figure 6: Spirits, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 7: Brandy, Czech Republic, value by segment (CZK<sup>m</sup>), 2004?14
- Figure 8: Brandy, Czech Republic, category growth comparison, by value, 2004?14
- Figure 9: Brandy, Czech Republic, volume by segment (liters, million), 2004?14
- Figure 10: Brandy, Czech Republic, category growth comparison, by volume, 2004?14
- Figure 11: Brandy, Czech Republic, company share by volume (%), 2008?09
- Figure 12: Brandy, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 13: Liqueurs, Czech Republic, value by segment (CZK<sup>m</sup>), 2004?14
- Figure 14: Liqueurs, Czech Republic, category growth comparison, by value, 2004?14
- Figure 15: Liqueurs, Czech Republic, volume by segment (liters, million), 2004?14
- Figure 16: Liqueurs, Czech Republic, category growth comparison, by volume, 2004?14
- Figure 17: Liqueurs, Czech Republic, company share by volume (%), 2008?09
- Figure 18: Liqueurs, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 19: Rum, Czech Republic, value by segment (CZK<sup>m</sup>), 2004?14
- Figure 20: Rum, Czech Republic, category growth comparison, by value, 2004?14
- Figure 21: Rum, Czech Republic, volume by segment (liters, million), 2004?14
- Figure 22: Rum, Czech Republic, category growth comparison, by volume, 2004?14
- Figure 23: Rum, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 24: Specialty spirits, Czech Republic, value by segment (CZK<sup>m</sup>), 2004?14
- Figure 25: Specialty spirits, Czech Republic, volume by segment (liters, million), 2004?14
- Figure 26: Specialty spirits, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 27: Gin & genever, Czech Republic, value (CZK<sup>m</sup>), 2004?14
- Figure 28: Gin & genever, Czech Republic, volume (liters, million), 2004?14
- Figure 29: Gin & genever, Czech Republic, company share by volume (%), 2008?09
- Figure 30: Gin & genever, Czech Republic, distribution channels by volume (%), 2008?09
- Figure 31: Whisk(e)y, Czech Republic, value by segment (CZK<sup>m</sup>), 2004?14
- Figure 32: Whisk(e)y, Czech Republic, category growth comparison, by value, 2004?14

Figure 33: Whisk(e)y, Czech Republic, volume by segment (liters, million), 2004?14

Figure 34: Whisk(e)y, Czech Republic, category growth comparison, by volume, 2004?14

Figure 35: Whisk(e)y, Czech Republic, company share by volume (%), 2008?09

Figure 36: Whisk(e)y, Czech Republic, distribution channels by volume (%), 2008?09

Figure 37: Tequila & mezcal, Czech Republic, value (CZKm), 2004?14

Figure 38: Tequila & mezcal, Czech Republic, volume (liters, million), 2004?14

Figure 39: Tequila & mezcal, Czech Republic, company share by volume (%), 2008?09

Figure 40: Tequila & mezcal, Czech Republic, distribution channels by volume (%), 2008?09

Figure 41: Vodka, Czech Republic, value by segment (CZKm), 2004?14

Figure 42: Vodka, Czech Republic, category growth comparison, by value, 2004?14

Figure 43: Vodka, Czech Republic, volume by segment (liters, million), 2004?14

Figure 44: Vodka, Czech Republic, category growth comparison, by volume, 2004?14

Figure 45: Vodka, Czech Republic, company share by volume (%), 2008?09

Figure 46: Vodka, Czech Republic, distribution channels by volume (%), 2008?09

Figure 47: Global spirits market split (value terms, 2009), top five countries

Figure 48: Global spirits market value, 2004–09, top five countries

Figure 49: Global spirits market split (volume terms, 2009), top five countries

Figure 50: Global spirits market volume, 2004–09, top five countries

Figure 51: Annual data review process

## List Of Tables

### LIST OF TABLES

Table 1: Spirits category definitions

Table 2: Spirits distribution channels

Table 3: Spirits, Czech Republic, value by category (CZKm), 2004?09

Table 4: Spirits, Czech Republic, value forecast by category (CZKm), 2009?14

Table 5: Spirits, Czech Republic, value by category (\$m), 2004?09

Table 6: Spirits, Czech Republic, value forecast by category (\$m), 2009?14

Table 7: Spirits, Czech Republic, volume by category (liters, million), 2004?09

Table 8: Spirits, Czech Republic, volume forecast by category (liters, million), 2009?14

Table 9: Spirits, Czech Republic, brand share by volume (%), 2008?09

Table 10: Spirits, Czech Republic, volume by brand (liters, million), 2008?09

Table 11: Spirits, Czech Republic, company share by volume (%), 2008?09

Table 12: Spirits, Czech Republic, volume by company (liters, million), 2008?09

Table 13: Spirits, Czech Republic, distribution channels by volume (%), 2008?09

Table 14: Spirits, Czech Republic, volume by distribution channel (liters, million), 2008?09

Table 15: Spirits, Czech Republic, expenditure per capita (CZK), 2004?09

Table 16: Spirits, Czech Republic, forecast expenditure per capita (CZK), 2009?14

Table 17: Spirits, Czech Republic, expenditure per capita (\$), 2004?09

Table 18: Spirits, Czech Republic, forecast expenditure per capita (\$), 2009?14

Table 19: Spirits, Czech Republic, consumption per capita (liters), 2004?09

Table 20: Spirits, Czech Republic, forecast consumption per capita (liters), 2009?14

Table 21: Eckes AG key facts

Table 22: Pernod Ricard key facts

Table 23: Brandy, Czech Republic, value by segment (CZKm), 2004?09

Table 24: Brandy, Czech Republic, value forecast by segment (CZKm), 2009?14

Table 25: Brandy, Czech Republic, value by segment (\$m), 2004?09

Table 26: Brandy, Czech Republic, value forecast by segment (\$m), 2009?14

Table 27: Brandy, Czech Republic, volume by segment (liters, million), 2004?09

Table 28: Brandy, Czech Republic, volume forecast by segment (liters, million), 2009?14

Table 29: Brandy, Czech Republic, brand share by volume (%), 2008?09

Table 30: Brandy, Czech Republic, volume by brand (liters, million), 2008?09

Table 31: Brandy, Czech Republic, company share by volume (%), 2008?09

Table 32: Brandy, Czech Republic, volume by company (liters, million), 2008?09

Table 33: Brandy, Czech Republic, distribution channels by volume (%), 2008?09

- Table 34: Brandy, Czech Republic, volume by distribution channel (liters, million), 2008?09
- Table 35: Brandy, Czech Republic, expenditure per capita (CZK), 2004?09
- Table 36: Brandy, Czech Republic, forecast expenditure per capita (CZK), 2009?14
- Table 37: Brandy, Czech Republic, expenditure per capita (\$), 2004?09
- Table 38: Brandy, Czech Republic, forecast expenditure per capita (\$), 2009?14
- Table 39: Brandy, Czech Republic, consumption per capita (liters), 2004?09
- Table 40: Brandy, Czech Republic, forecast consumption per capita (liters), 2009?14
- Table 41: Liqueurs, Czech Republic, value by segment (CZKm), 2004?09
- Table 42: Liqueurs, Czech Republic, value forecast by segment (CZKm), 2009?14
- Table 43: Liqueurs, Czech Republic, value by segment (\$m), 2004?09
- Table 44: Liqueurs, Czech Republic, value forecast by segment (\$m), 2009?14
- Table 45: Liqueurs, Czech Republic, volume by segment (liters, million), 2004?09
- Table 46: Liqueurs, Czech Republic, volume forecast by segment (liters, million), 2009?14
- Table 47: Liqueurs, Czech Republic, brand share by volume (%), 2008?09
- Table 48: Liqueurs, Czech Republic, volume by brand (liters, million), 2008?09
- Table 49: Liqueurs, Czech Republic, company share by volume (%), 2008?09
- Table 50: Liqueurs, Czech Republic, volume by company (liters, million), 2008?09
- Table 51: Liqueurs, Czech Republic, distribution channels by volume (%), 2008?09
- Table 52: Liqueurs, Czech Republic, volume by distribution channel (liters, million), 2008?09
- Table 53: Liqueurs, Czech Republic, expenditure per capita (CZK), 2004?09
- Table 54: Liqueurs, Czech Republic, forecast expenditure per capita (CZK), 2009?14
- Table 55: Liqueurs, Czech Republic, expenditure per capita (\$), 2004?09
- Table 56: Liqueurs, Czech Republic, forecast expenditure per capita (\$), 2009?14
- Table 57: Liqueurs, Czech Republic, consumption per capita (liters), 2004?09
- Table 58: Liqueurs, Czech Republic, forecast consumption per capita (liters), 2009?14
- Table 59: Rum, Czech Republic, value by segment (CZKm), 2004?09
- Table 60: Rum, Czech Republic, value forecast by segment (CZKm), 2009?14
- Table 61: Rum, Czech Republic, value by segment (\$m), 2004?09
- Table 62: Rum, Czech Republic, value forecast by segment (\$m), 2009?14
- Table 63: Rum, Czech Republic, volume by segment (liters, million), 2004?09
- Table 64: Rum, Czech Republic, volume forecast by segment (liters, million), 2009?14
- Table 65: Rum, Czech Republic, brand share by volume (%), 2008?09
- Table 66: Rum, Czech Republic, volume by brand (liters, million), 2008?09
- Table 67: Rum, Czech Republic, company share by volume (%), 2008?09
- Table 68: Rum, Czech Republic, volume by company (liters, million), 2008?09
- Table 69: Rum, Czech Republic, distribution channels by volume (%), 2008?09

Table 70: Rum, Czech Republic, volume by distribution channel (liters, million), 2008?09

Table 71: Rum, Czech Republic, expenditure per capita (CZK), 2004?09

Table 72: Rum, Czech Republic, forecast expenditure per capita (CZK), 2009?14

Table 73: Rum, Czech Republic, expenditure per capita (\$), 2004?09

Table 74: Rum, Czech Republic, forecast expenditure per capita (\$), 2009?14

Table 75: Rum, Czech Republic, consumption per capita (liters), 2004?09

Table 76: Rum, Czech Republic, forecast consumption per capita (liters), 2009?14

Table 77: Specialty spirits, Czech Republic, value by segment (CZKm), 2004?09

Table 78: Specialty spirits, Czech Republic, value forecast by segment (CZKm), 2009?14

Table 79: Specialty spirits, Czech Republic, value by segment (\$m), 2004?09

Table 80: Specialty spirits, Czech Republic, value forecast by segment (\$m), 2009?14

Table 81: Specialty spirits, Czech Republic, volume by segment (liters, million), 2004?09

Table 82: Specialty spirits, Czech Republic, volume forecast by segment (liters, million), 2009?14

Table 83: Specialty spirits, Czech Republic, brand share by volume (%), 2008?09

Table 84: Specialty spirits, Czech Republic, volume by brand (liters, million), 2008?09

Table 85: Specialty spirits, Czech Republic, company share by volume (%), 2008?09

Table 86: Specialty spirits, Czech Republic, volume by company (liters, million), 2008?09

Table 87: Specialty spirits, Czech Republic, distribution channels by volume (%), 2008?09

Table 88: Specialty spirits, Czech Republic, volume by distribution channel (liters, million), 2008?09

Table 89: Specialty spirits, Czech Republic, expenditure per capita (CZK), 2004?09

Table 90: Specialty spirits, Czech Republic, forecast expenditure per capita (CZK), 2009?14

Table 91: Specialty spirits, Czech Republic, expenditure per capita (\$), 2004?09

Table 92: Specialty spirits, Czech Republic, forecast expenditure per capita (\$), 2009?14

Table 93: Specialty spirits, Czech Republic, consumption per capita (liters), 2004?09

Table 94: Specialty spirits, Czech Republic, forecast consumption per capita (liters), 2009?14

Table 95: Gin & genever, Czech Republic, value (CZKm), 2004?09

Table 96: Gin & genever, Czech Republic, value forecast (CZKm), 2009?14

Table 97: Gin & genever, Czech Republic, value (\$m), 2004?09

Table 98: Gin & genever, Czech Republic, value forecast (\$m), 2009?14

Table 99: Gin & genever, Czech Republic, volume (liters, million), 2004?09

- Table 100: Gin & genever, Czech Republic, volume forecast (liters, million), 2009?14
- Table 101: Gin & genever, Czech Republic, brand share by volume (%), 2008?09
- Table 102: Gin & genever, Czech Republic, volume by brand (liters, million), 2008?09
- Table 103: Gin & genever, Czech Republic, company share by volume (%), 2008?09
- Table 104: Gin & genever, Czech Republic, volume by company (liters, million), 2008?09
- Table 105: Gin & genever, Czech Republic, distribution channels by volume (%), 2008?09
- Table 106: Gin & genever, Czech Republic, volume by distribution channel (liters, million), 2008?09
- Table 107: Gin & genever, Czech Republic, expenditure per capita (CZK), 2004?09
- Table 108: Gin & genever, Czech Republic, forecast expenditure per capita (CZK), 2009?14
- Table 109: Gin & genever, Czech Republic, expenditure per capita (\$), 2004?09
- Table 110: Gin & genever, Czech Republic, forecast expenditure per capita (\$), 2009?14
- Table 111: Gin & genever, Czech Republic, consumption per capita (liters), 2004?09
- Table 112: Gin & genever, Czech Republic, forecast consumption per capita (liters), 2009?14
- Table 113: Whisk(e)y, Czech Republic, value by segment (CZKm), 2004?09
- Table 114: Whisk(e)y, Czech Republic, value forecast by segment (CZKm), 2009?14
- Table 115: Whisk(e)y, Czech Republic, value by segment (\$m), 2004?09
- Table 116: Whisk(e)y, Czech Republic, value forecast by segment (\$m), 2009?14
- Table 117: Whisk(e)y, Czech Republic, volume by segment (liters, million), 2004?09
- Table 118: Whisk(e)y, Czech Republic, volume forecast by segment (liters, million), 2009?14
- Table 119: Whisk(e)y, Czech Republic, brand share by volume (%), 2008?09
- Table 120: Whisk(e)y, Czech Republic, volume by brand (liters, million), 2008?09
- Table 121: Whisk(e)y, Czech Republic, company share by volume (%), 2008?09
- Table 122: Whisk(e)y, Czech Republic, volume by company (liters, million), 2008?09
- Table 123: Whisk(e)y, Czech Republic, distribution channels by volume (%), 2008?09
- Table 124: Whisk(e)y, Czech Republic, volume by distribution channel (liters, million), 2008?09
- Table 125: Whisk(e)y, Czech Republic, expenditure per capita (CZK), 2004?09
- Table 126: Whisk(e)y, Czech Republic, forecast expenditure per capita (CZK), 2009?14
- Table 127: Whisk(e)y, Czech Republic, expenditure per capita (\$), 2004?09
- Table 128: Whisk(e)y, Czech Republic, forecast expenditure per capita (\$), 2009?14
- Table 129: Whisk(e)y, Czech Republic, consumption per capita (liters), 2004?09
- Table 130: Whisk(e)y, Czech Republic, forecast consumption per capita (liters),

2009?14

Table 131: Tequila & mezcal, Czech Republic, value (CZKm), 2004?09

Table 132: Tequila & mezcal, Czech Republic, value forecast (CZKm), 2009?14

Table 133: Tequila & mezcal, Czech Republic, value (\$m), 2004?09

Table 134: Tequila & mezcal, Czech Republic, value forecast (\$m), 2009?14

Table 135: Tequila & mezcal, Czech Republic, volume (liters, million), 2004?09

Table 136: Tequila & mezcal, Czech Republic, volume forecast (liters, million), 2009?14

Table 137: Tequila & mezcal, Czech Republic, brand share by volume (%), 2008?09

Table 138: Tequila & mezcal, Czech Republic, volume by brand (liters, million),  
2008?09

Table 139: Tequila & mezcal, Czech Republic, company share by volume (%), 2008?09

Table 140: Tequila & mezcal, Czech Republic, volume by company (liters, million),  
2008?09

Table 141: Tequila & mezcal, Czech Republic, distribution channels by volume (%),  
2008?09

Table 142: Tequila & mezcal, Czech Republic, volume by distribution channel (liters,  
million), 2008?09

Table 143: Tequila & mezcal, Czech Republic, expenditure per capita (CZK), 2004?09

Table 144: Tequila & mezcal, Czech Republic, forecast expenditure per capita (CZK),  
2009?14

Table 145: Tequila & mezcal, Czech Republic, expenditure per capita (\$), 2004?09

Table 146: Tequila & mezcal, Czech Republic, forecast expenditure per capita (\$),  
2009?14

Table 147: Tequila & mezcal, Czech Republic, consumption per capita (liters), 2004?09

Table 148: Tequila & mezcal, Czech Republic, forecast consumption per capita (liters),  
2009?14

Table 149: Vodka, Czech Republic, value by segment (CZKm), 2004?09

Table 150: Vodka, Czech Republic, value forecast by segment (CZKm), 2009?14

Table 151: Vodka, Czech Republic, value by segment (\$m), 2004?09

Table 152: Vodka, Czech Republic, value forecast by segment (\$m), 2009?14

Table 153: Vodka, Czech Republic, volume by segment (liters, million), 2004?09

Table 154: Vodka, Czech Republic, volume forecast by segment (liters, million),  
2009?14

Table 155: Vodka, Czech Republic, brand share by volume (%), 2008?09

Table 156: Vodka, Czech Republic, volume by brand (liters, million), 2008?09

Table 157: Vodka, Czech Republic, company share by volume (%), 2008?09

Table 158: Vodka, Czech Republic, volume by company (liters, million), 2008?09

Table 159: Vodka, Czech Republic, distribution channels by volume (%), 2008?09

Table 160: Vodka, Czech Republic, volume by distribution channel (liters, million),

2008?09

Table 161: Vodka, Czech Republic, expenditure per capita (CZK), 2004?09

Table 162: Vodka, Czech Republic, forecast expenditure per capita (CZK), 2009?14

Table 163: Vodka, Czech Republic, expenditure per capita (\$), 2004?09

Table 164: Vodka, Czech Republic, forecast expenditure per capita (\$), 2009?14

Table 165: Vodka, Czech Republic, consumption per capita (liters), 2004?09

Table 166: Vodka, Czech Republic, forecast consumption per capita (liters), 2009?14

Table 167: Global spirits market value, 2009

Table 168: Global spirits market split (value terms (\$m), 2009), top five countries

Table 169: Global spirits market volume, 2009

Table 170: Global spirits market split (volume terms, 2009), top five countries

Table 171: Leading players, top five countries

Table 172: Czech Republic spirits new product launches reports, by company, 2009

Table 173: Czech Republic spirits new product launches SKUs, by company, 2009

Table 174: Czech Republic spirits new product launches (reports), by flavor and fragrances, 2009

Table 175: Czech Republic spirits new product launches (reports), by ingredients, 2009

Table 176: Czech Republic spirits new product launches (reports), by package tags or claims, 2009

Table 177: Czech Republic spirits new product launches - recent launches (2009)

Table 178: Czech Republic population, by age group, 2004?09 (millions)

Table 179: Czech Republic population forecast, by age group, 2009?14 (millions)

Table 180: Czech Republic population, by gender, 2004?09 (millions)

Table 181: Czech Republic population forecast, by gender, 2009?14 (millions)

Table 182: Czech Republic nominal GDP, 2004?09 (CZKbn, nominal prices)

Table 183: Czech Republic nominal GDP forecast, 2009?14 (CZKbn, nominal prices)

Table 184: Czech Republic real GDP, 2004?09 (CZKbn, 2000 prices)

Table 185: Czech Republic real GDP forecast, 2009?14 (CZKbn, 2000 prices)

Table 186: Czech Republic real GDP, 2004?09 (\$bn, 2000 prices)

Table 187: Czech Republic real GDP forecast, 2009?14 (\$bn, 2000 prices)

Table 188: Czech Republic consumer price index, 2004?09 (2000=100)

Table 189: Czech Republic consumer price index, 2009?14 (2000=100)

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