

CONSUMER BEHAVIOR ON THE BEER MARKET IN THE SLOVAK REPUBLIC

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Introduction

Beer industry is one of the oldest industries in Europe. In most countries, beer is one of the most widely purchased beverages. Changes in this sector have occurred with the advent of new trends in various areas. The so-called craft beer revolution is currently very often mentioned in several countries. Consumers have started looking for non-traditional types of beer with a specific taste and aroma usually offered by craft breweries. These breweries are characterized by brewing various beer specialties from special types of hops and yeasts. They differ from industrial breweries by brewing technology, production volume and the duration of beer production process. The transformations that occur during the brewing process enrich the beer with micronutrients. Beer has many advantages to the human being. It contains B vitamins which support the immune system, it strengthens the nervous system, helps with skin and digestive problems. It is a source of antioxidants, which play an important role in the prevention of atherosclerosis and cancer. Beer also contains trace amounts of minerals such as calcium, iron, zinc, magnesium etc. Craft beer consumers consume beer because it means something to them. As a result, they build an identity that is perceived as more unique and authentic in comparison to industrial beer consumption. The growing interest of Slovak consumers in craft beer is confirmed by the increasing number of craft breweries in the Slovak Republic. Changing consumer habits can generate new opportunities in the beer market and initiate to produce innovative products.

Domestic & foreign craft beer

more preferred by men than women
preferred by consumers living in cities with more than 20,000 inhabitants
most popular among consumers 26-40 years old

India & American Pale Ale

more preferred by men than women
preferred by consumers living in cities with more than 20,000 inhabitants
most popular among consumers 26-40 years old

Porter & Stout

more preferred by men than women
most popular among consumers older than 41 years

Conclusion

Recently, there has been a dynamic development in the beer market with an emphasis on changes in the preferences of consumers, who are increasingly consuming non-traditional innovative types of beer such as craft beer. Many consumers like to try new tastes of beer and prefer quality over quantity, which creates an opportunity to produce different types of craft beer produced by small independent breweries.

Results

Beer consumption in the Slovak Republic in the observed period 2010-2019 was characterized by a slightly increasing tendency. We can claim a relatively stable development of beer consumption. The average annual beer consumption per capita was recorded at the level of 75 liters in 2019. Slovak Republic is currently in 10th place in the consumption of beer per capita in comparison with the countries of the EU. The development of new innovative products and the constantly expanding range of new types of beer can also have an impact on the amount of beer consumption. The changes in the consumption of industrial beer can be expected by growing preference for craft beer. It is important to emphasize that during the current pandemic situation, lower beer consumption is expected due to the measures taken in gastronomic establishments. In our research, we have found that there is a dependence between the place of beer consumption and the consumer's place of residence. We do not find dependences between the factors affecting the beer purchasing and selected demographic characteristics. We can say that consumer preferences in consumption of craft beer are influenced by respondents' age, gender, residence, and gross monthly income.

consumers living in cities with more than 20,000 inhabitants

- prefer to drink beer at the bar and pub
- consume beer the least often in a restaurant

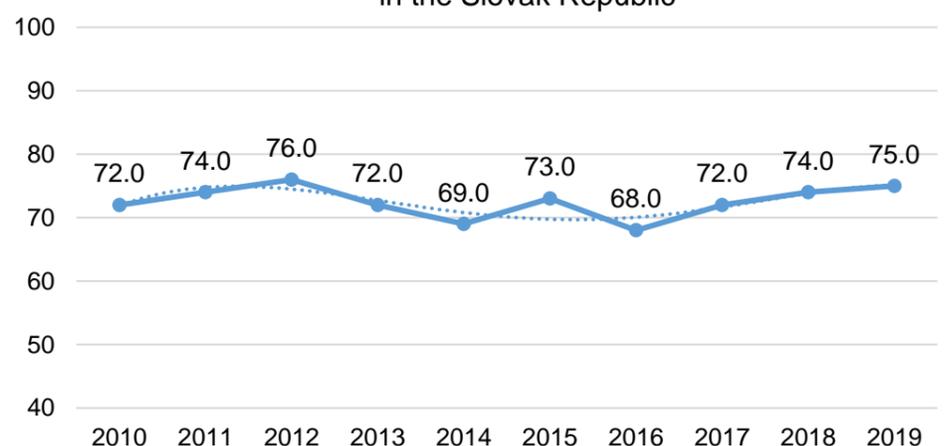
consumers living in cities with less than 20,000 inhabitants

- prefer to consume beer at home
- consume beer the least often in a restaurant

consumers living in the countryside

- prefer to consume beer in households of their friends and family

Beer consumption per capita and year in litres in the Slovak Republic



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