

ABSTRACT

Over the last ten years the phenomenon of opening new microbreweries has reached Czechia. Since 2008 more than 350 new microbreweries have been opened and the map of breweries has recorded significant changes. Regarding these facts the main goals of this thesis were to analyze the brewing industry in Czechia in the context of ownership structure, concentration tendencies and mergers and acquisitions activity. First part focuses on the characteristics of the breweries' geographical layout related to the ownership structure and size based on annual beer production and in context of selected socioeconomic indicators. Following this part is an analysis of decomposition with use of concentration and cluster ratios. This part aims on cluster forming tendencies of brewing companies. The analytical part is completed with mergers and acquisitions characteristics in this industry sector. The basic figures and signs of the geographical decompositions were identified based on selected analytical methods and complex maps. Several concentration zones where breweries tend to cluster were labeled using the cluster analysis. Mergers and acquisitions reveal the difference in integration activity according to the brewery size.

Key words: brewing industry, breweries, ownership structure, concentration, cluster, Czechia