

Abstract

This thesis intends to verify and quantify relationship between microeconomics, macroeconomics and social variables with annual beer consumption per capita. To assess differences in tastes in groups of countries, the concept of beer, wine and spirit drinking countries is used to separate the influences. Firstly, the general model for all European countries is used to separate the influences. Firstly, the general model for all European countries is estimated with the use of panel data techniques on data from 2000 to 2013. The results and findings from the first model are subsequently used as a building blocks for specific model for The Czech Republic. The Czech Republic has over a long period the highest annual consumption per capita. Still the share consumed in hospitality experiences persistent downward trend. All data are collected on annual basis and with only country-aggregated level of detail.

Keywords

Beer, Wine, Spirits, Consumption Patterns,
Beer Demand, Beer Drinking Countries, Behavioral Economics

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