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Report Highlights:

Czechia has been an interesting market for U.S. food and agriculture high-value products, such as tree nuts, fish and seafood, beef, distilled spirits, wine, and food preparations. The country serves as an entry point for U.S. companies expanding beyond traditional markets in Western Europe to the developing markets in the East. As a European Union (EU) member, the Czech market complies with EU market entry regulations. 2024 seems to be a turning point where some regions experience an increase in consumer confidence and easing of inflationary pressure. The recent positive macroeconomic development carefully signals the potential for an overall economic upturn. In 2023, Czechia's total agricultural imports reached USD 15.3 billion, a 7-percent increase over 2022, of which nearly 90 percent were sourced from other EU member states.

Market Fact Sheet: Czechia

Executive Summary:

Czechia, also known as the Czech Republic, is a country in Central Europe located between Germany, Poland, Slovakia, and Austria. It serves as an entry point for U.S. companies expanding beyond traditional Western European markets to the East's developing markets. As a European Union (EU) member, the Czech market complies with EU market entry regulations. The most important trade partner is Germany, accounting for almost one third of the country's exports and imports.

Food Processing Industry:

Over 10,000 food companies in Czechia generated sales of \$24 billion in 2023. The industry has been a steady supplier of jobs (100,000) and the total number continues to grow due to an increasing number of small food companies (with less than ten employees). These account for 85 percent of the total; however, large companies employ 75 percent of total employees and generate 80 percent of total sales. The major sub-sectors are meat processing, dairy, and fodder production. Beverage production is dominated by beer brewing and the production of beer ingredients, particularly malt.

Food Retail Industry:

The sector's revenue is valued at \$25.13 billion in 2024 and is expected to show a volume growth of 2.6 percent in 2025. Even though volume sales decreased in 2023, the value growth was underpinned by higher retail prices. Private labels gained popularity granting solid growth to major retail chains. Food e-commerce accounts for 2.5 percent of total revenue, with doorstep delivery services expanding.

Foodservice – HRI Industry:

In 2024, the market size is valued to be up by 4.6 percent and or \$9.3 billion. The sector employs 162,000 people. Rising overall living costs are negatively impacting Czech consumers' dining-out frequency, especially in smaller cities. To meet the current trends and to stay competitive, operators have to offer new dining experiences and home delivery/takeaway .

Quick Facts CY 2023

Imports of Total Agricultural Products from USA

\$143 million

Imports of Consumer-Oriented Products from USA

\$78 million

List of Top 10 Agri Products Imported (by Value) to the Czech Republic from the World

- | | |
|----------------|----------------------|
| 1. Pork Meat | 2. Bread & Pastry |
| 3. Cheese | 4. Animal Feed Preps |
| 5. Chocolate | 6. Poultry |
| 7. Soft Drinks | 8. Wine |
| 9. Coffee | 10. Beef |

Czech Republic Retail Brands (Companies)

- 1) Kaufland (Schwarz)
- 2) Lidl (Schwarz)
- 3) Albert (Ahold)
- 4) Tesco (Tesco Plc)
- 5) Penny Market (Rewe)
- 6) Coop
- 7) Billa (Rewe)
- 8) Globus (Globus Holding)
- 9) Makro Cash&Carry (Metro AG)

GDP/Population

Population (million): 10.9
GDP (billion USD): \$337 (CZK 7,619)
GDP per capita (USD): \$30,956
2024, July: Real Economic Growth Rate: 0.7%
2024 Annual Economic Growth Rate (Forecast): 1.2%

Exchange rate

1 USD = 22.58 Czech Crown (08/30/2024, Czech National Bank)

Data and Information Sources: Trade Data Monitor, Czech National Bank, International Monetary Fund, Czech Statistical Office

SECTION I. MARKET OVERVIEW

The Czech Republic or Czechia is a small country in **Error! Hyperlink reference not valid.**, bordering **Error! Hyperlink reference not valid.** to the west, Austria to the south, Poland to the north, and Slovakia to the east. Czechia was formed on January 1, 1993, after Czechoslovakia dissolved into two independent states – Czechia and Slovakia. Czechia is known for its booming tourism sector, especially in Prague, its rich history and natural beauty, while also ranking highly in terms of democratic freedom and liberal environment.

The largest and most important cities are Prague, Brno, Ostrava, and Plzen. Prague, with a population of 1.5 million, is the **Error! Hyperlink reference not valid.** and the major government, commerce and cultural hub. The fairytale charm of Prague makes it a perfect destination for culturally interested tourists and potential residents. In addition, the Czech capital is also attractive by west-EU countries comparison thanks to its lower living expenses and solid local English language skills.

In 2023, the Czech Republic imported agricultural products of USD 15.3 billion value. The majority of these imports originated from other EU member states, Germany, Poland, Netherlands, and Slovakia being key trading partners. Imports of agricultural products from the United States totaled USD 143 million in 2023, consisting mostly of tree nuts, fish & seafood, food preparations, wine, spirits, and pet food. Although the United States ranks 21st position with 0.93 percent share, in the past five years, the total USD value has been growing steadily. Furthermore, the statistical import data can be misleading due to the fact that some agricultural products originally from the United States have been re-exported, often after sorting, repacking, or further processing, from other EU countries, mainly Germany or the Netherlands.

Economy Size, Purchasing Power, and Consumer Behavior

Czechia has a stable and open market economy and some of the lowest unemployment rates (2.6 percent in 2024) among the member states of the European Union. In 2023, the share of agriculture in Czechia's gross domestic product (GDP) was 2.1 percent and the industry and services sectors contributed about 30 percent and 57.9 percent, respectively. The most important export and import partner is Germany, accounting for about one-third of the country's exports and imports.

The GDP of Czechia was CZK 7,619 billion (\$337 billion) in 2023, or approximately \$31,000 per capita. In the first quarter 2024, Czechia's GDP increased by 0.2 percent compared to a year ago. The annual rate of inflation reached 4.4 percent in July 2024, a significant improvement from almost 15 percent in summer 2023.

Average food prices decreased by six percent in 2023 (as a comparison in 2022 increased by 31.5 percent year-by-year as the result of extraordinarily high inflation and energy prices) and

continue to show a modest year-by-year decline due to decreasing prices of both local and global agricultural commodities.

Since 2020, the Czechs' food and non-alcoholic beverages household expenditures have decreased down to 14.3 percent in 2022. Since then, they started to grow slightly again while currently reaching 15.8 percent (EU-countries average value is 13.6 percent) according to Eurostat data. Although most Czech consumers are very price-sensitive, a market segment of high-quality product seekers are willing to pay a much higher price. The flourishing business of high-end specialized gourmet shops and fine-dining restaurants in large Czech cities can easily prove this.

Population and Key Demographic Trends

The Czech Republic is characterized by wide population dispersion. Over ten percent of the population is centered in Prague and most Czechs live within 30 minutes of other major commercial/industrial hubs (Brno, Plzen, and Ostrava). Currently, the Czech Republic has a population of 10.86 million people, the highest number since the end of World War II. Unlike most West European countries, Czechia's fertility rate has increased significantly since 2019, contributing to the country's population growth alongside international migration and rising life expectancy. About 21 percent of the population is aged 65 and over, and by mid-century, the proportion is expected to rise to 29 percent. This rate of aging is even more rapid than in other European countries. Between 2009 and 2023, the number of households in the Czech Republic grew from 4.1 million to 4.6 million. The net income of Czech households increased by 7.7 percent year-by-year in 2023.

The country is one of the most equal societies in Europe in terms of disposable income. However, there are significant differences among regions as well as industry sectors. The capital city of Prague tops the purchasing power rankings. In 2023, the inhabitants of Prague received more than 24 percent above the national average income. However, it is still 9 percent below the EU-countries average. The two bordering districts of Prague-West and Prague-East also have above-national-average purchasing power, as does the Czech Republic's second largest city, Brno. In general, demographic shifts, such as the long-term trend of moving to urban areas and an increasingly aging population, are reshaping general consumer lifestyle and purchasing decisions.

Overall Business Climate

After a year of stagnation, the Czech economy is returning to a slight growth trajectory. The real gross domestic product (GDP) declined by 0.1 percent in 2023; however, according to the Czech National Bank forecast, it is expected to grow annually by 1.2 percent in 2024 and accelerate up to 2.8 percent in 2025. Then, it is projected to slow down to a new equilibrium close to 2.5 percent in 2026. The current real growth of 0.7 percent is being driven mainly by the purchasing

power recovery of Czech households. Until last year, households preferred savings to consumption due to spiraling inflation, both political and economic uncertainties, and cost-of-living crisis. This year (2024) seems to be a turning point where some regions experience an increase in consumer confidence and easing inflationary pressure. This positive development carefully signals the potential for an overall economic upturn.

The [Czech Statistical Office](#) publishes the most recent figures and forecasts about the Czech economy, purchasing power, unemployment rate, and other national statistics. Updated information relating to economy data, monetary statistics, finance reports and analysts’ outlooks can be found on the [Czech National Bank](#) website.

Table 1: Advantages and Challenges for U.S. Exporters on the Czech Market

Advantages (strengths and market opportunities)	Challenges (weaknesses and competitive threats)
The Czech Republic is the important gateway to doing business in Central and Eastern Europe markets.	Local importers prefer to do business with small orders whereas many U.S. exporters prefer to manufacture/export larger quantities.
One of the largest markets in Central and Eastern Europe.	Czech language labeling requirements.
Change in food consumption habits towards new trends, particularly among younger generations and in tourist areas.	General lack of U.S. brand awareness requires a long-term business plan and an investment into marketing promotions.
Developed distribution system, highly integrated with Germany. One distributor can cover both Czech and Slovak markets.	Conservative consumers demanding local and low-price products.
Growing segment of consumers seeking out high quality rather than just low-price products and services, particularly in major urban areas.	Czechs are price-sensitive consumers. Due to extra transportation and import tariff costs for U.S. exporters, suppliers from other EU states have a significant competitive advantage.
Growing demand for high-quality pet food, Czechs rank first in number of pets per capita in the EU.	Some U.S. products suffer from a negative perception due to misinformation issues as relatively unhealthy food.
The landlocked country with climate limits implies the need to import seafood, tropical fruits and nuts, red wine etc.	

Source: FAS Prague

SECTION II. EXPORTER BUSINESS TIPS

Market Research

Other exporter assistance and market research reports can be downloaded from the following website: <https://gain.fas.usda.gov/#/search>.

Local Business Customs and Trends

The Czech Republic has a developed distribution system in food and beverage segments. A good market entry strategy would be to find and support a strong Czech partner or distributor. The Czech Republic is geographically small, with most decision-makers concentrated in the capital city of Prague. Generally, even small businesses located in Prague can communicate in English via email or WhatsApp. An agent or distributor based in Prague can offer good coverage for the entire country, and in many cases for the Slovak market as well.

The Czechs are not typically quick decision makers. Doing business requires getting familiar and comfortable with potential business partners. They preferably want to get the job done during regular business hours since family time and a healthy ‘work-life’ balance are important to them. The Czech market, saturated and highly competitive, expects new products to adapt their prices to the local ones. Suppliers must consider all the cost elements that imported products have to bear including shipping costs, handling charges, duties and tariffs, agent or distributor margin, and marketing costs. In most cases targeted marketing campaigns are highly recommended when promoting a new consumer product. Innovative and environment-friendly packaging has an advantage and is becoming increasingly important to consumers. To compete successfully, exporters should grant major wholesale discounts while considering that what may seem to be a small transaction to the U.S. exporter appears as a large order to a Czech buyer.

Food retailers, foodservice companies, and wholesalers normally do not buy directly from suppliers from third (non-EU) markets, such as the United States. Instead, they work with dedicated and highly specialized traders, both local and EU-country ones. These traders experienced in doing business with overseas producers, are informed about what documents need to accompany the goods from the United States, and know which products or ingredients are not approved to import into the EU. Although they usually prefer long-term partnerships, a “pilot” transaction can make a good start to doing business.

Czech firms are very price-sensitive and cost-conscious consumers dominate the market. Although Prague is the seventh wealthiest region in the EU, retailers complain they are unable to move goods unless they are on sale. However, recently there has been a subtle shift in the consumer market, including food, towards more expensive name brands over low-cost competitors. As a result, while price is still the major purchasing factor for most Czech consumers, awareness of quality, health benefits and food safety issues is increasing.

Additionally, the popularity of organic, raw, gluten-free, and zero-waste (package-free) food products is growing, particularly among the youngest (Generation Z) consumers.

The Value-Added Tax (VAT) rate is currently 12 percent on all food products and 21 percent on the majority of both alcoholic and non-alcoholic beverages (except for milk, acidified milk products, and unflavored water which are charged with 12 percent VAT).

General Consumer Tastes and Trends

Traditional Czech cuisine contains a lot of protein, saturated fat, carbohydrates, e.g. pork, dumplings, and thick gravies. The changing lifestyle of Czech consumers has increased interest in functional and healthier food, including more fresh fruit and vegetables, poultry, fish, wholegrain bakery products, cereals, and rice. This lifestyle development is, however, mainly a characteristic of the urban and younger population. This change in eating patterns and the popularity of chefs' cooking shows on TV make Czechs more open-minded when it comes to experimenting with food, trying new tastes, and dining out at new and unusual food service places.

General consumer trends that affect the Czech food retail can be found in the report the [Czech Retail Foods](#).

Trade Shows

There are a few trade shows focused on food and gastronomy held in the Czechia, almost exclusively focused on local buyers. Nevertheless, many Czech buyers and business owners regularly attend large international trade shows that annually take place in Germany.

Table 2: Trade Shows in Czechia

Name:	Target Audience:	Dates/Location:	Website:
Salima	Food processing industry and gastronomy professionals.	February 2025/ Brno	https://www.bvv.cz/en/salima
Bidfood EXPO	Local food service business owners, chefs, distributors, retail procurement, and more.	May 2026/ Prague Letmany (biennial)	https://www.youtube.com/watch?v=aAMshTuTkOU
Bread Basket	Agriculture sector trade fair targeting Czech farmers, agriculture professionals, and broad public.	August 2025/ Ceske Budejovice	https://www.vcb.cz/en/events-calendar/zeme-zivitelka-2024-50th-year

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES

Information about customs clearance, required documentation for imported products, labeling requirements, tariff information and FTAs, and trademarks and patent market research can be found in the Food and Agricultural Import Regulations and Standards (FAIRS) Country and Certificate Reports which can be downloaded from the following website:

<https://gain.fas.usda.gov/#/search>.

Most Czech food legislation is harmonized at the EU level. Where EU regulatory harmonization is not yet complete or absent, imported products must meet existing Czech requirements. U.S. exporters should be aware that national measures still exist, e.g. Czech language requirement on stickers.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Key Developments in the Food Industry

Cautious Optimism Returning to the Czech Food Market

Modest optimism is starting to return to Czech food stores. Inflation continues to decelerate and comes close to the Czech National Bank's long-term inflation target. This helps to reduce concerns and gradually increase food consumption. Consumers feel relieved from the end of the economic crisis and start to spend more for groceries. Food prices have been decreasing in 2024, causing the gradual growth of purchase volume and frequency.

Czechs' Shopping Behavior

Although more willing to pay for higher quality, most Czech consumers remain in cost-saving mindsets, implementing various measures to manage their household budgets. The current food prices year-by-year decrease is 4.2 percent and this trend has been reported for several recent months in a row. At the same time, the volume of retail sales grew by 4.4 percent compared to a year ago. After more than 18 months of declines, the growth trend is further expected in 2024. Recent research reported that although Czechs seem to be downtrading in drugstore categories, they are opting for more premium products in some food categories such as beer, carbonated beverages or cooking oils.

Decreasing Dependence on Sale Promotions

In 2023, 65 percent of purchases in supermarkets and hypermarkets were made on promotion. Although discounts and promotional events remain hugely relevant to consumers, and therefore

to retailers too, for the first time in many years a general decrease in dependence on sale promotions is observed. As a result, while price is still the major purchasing factor for most Czech consumers, awareness of quality, health benefits and food safety issues are increasing. Additionally, the popularity of organic, raw, gluten-free, and zero-waste (package-free) food products is growing.

Growing Preference for Private Brands Over Branded Products

About 60 percent of consumers prefer to purchase private label products, treating them as the cheaper alternative to A-branded products. This trend aligns with most European countries. The share of private brands increased from 22 percent in 2020 to 28 percent in 2024 and continues to grow. However, there are significant differences between categories. Some feature more than 50 percent of the importance of private labels, while others reach less than 15 percent.

Food Retail Recovers

The Czech retail market's key characteristics are consolidation, market saturation, strong competition, and low prices. The sector's revenue, valued at \$25.13 billion, is expected to show a volume growth of 2.6 percent in 2024. Even though volume sales decreased in 2023 (by 5.3 percent), the value growth was underpinned by higher retail prices. Private labels gained popularity granting solid growth to major retail chains.

E-Grocery Value by 50 Percent Higher Than in 2019

Food e-commerce accounts for 2.5 percent of total revenue, with doorstep delivery services expanding. The *Rohlik Group*, founded in 2014, is a European technology leader in e-grocery. Taking advantage of a digital revolution, the company is accelerating and redefining the retail food industry. Rohlik provides fast delivery, large assortment and value for money products. Orders are delivered within a 60-minute or a 15-minute same-day time windows, with over 17,000 items to choose from and featuring competitive prices. The company operates in 6 countries (Czechia, Hungary, Austria, Germany, Bulgaria, and Romania). Rohlik reported the record annual sales in 2023, CZK 17.8 billion (USD 809 million), a 25-percent increase compared to 2022.

Booming Home Delivery Food Service

The digitalization trend allows the growing number of operators to partner with app-based third-party platforms such as *Wolt* and *Dame Jidlo* ("Let's Eat") to develop home delivery capabilities. Furthermore, social media was increasingly used to raise brand awareness, promote special offers and obtain direct feedback from consumers on menus, prices, and service quality standards.

Growing Safety and Sustainability Awareness

Together with increasing concerns about environmental sustainability and food safety issues, the health and wellness trend also encouraged the development of new menu items made with all-natural and locally sourced ingredients, including vegan, vegetarian, and organic varieties. Additionally, many operators added more ethnic and fusion dishes to their menus to keep pace with growing interest in different types of international cuisine, especially Asian and Middle Eastern food.

Competitive Landscape of Food Service Chains

Despite the downturn in overall demand, several chained foodservice operators expanded their networks in the Czech Republic in 2023. Giant *McDonald's* and the local brand *Bageterie Boulevard* opened multiple outlets particularly in smaller cities and highway locations, where they became more efficient compared to saturated and competitive markets in Prague and Brno. This category also saw the entry of a number of new international chains, most notably US-based chicken specialist *Popeyes* and Italian full-service restaurants chain *Rosso Pomodoro*.

Franchising continues to gain importance in the expansion strategies of chains in 2023, for entrepreneurs seeking to stay in foodservice businesses and to eliminate pandemic-related losses, the negative impact of the cost-of-living crisis and the changing expectations of consumers.

Challenge for Independent Foodservice

Independents continue to dominate the Czech foodservice market in terms of current value sales, transactions and outlet numbers. However, they were hardest hit by rapidly rising costs and budget-conscious consumers, while many also found it difficult to adapt to trends such as digitalization and the growing demand for healthier options and ethnic dishes. These challenges were compounded by increasing competition from chains. Independent outlets located in smaller towns and rural villages remain at risk of bankruptcy, especially full-service restaurants that mainly serve traditional Czech cuisine and bars/pubs with limited or no food menus.

Downsizing to smaller size outlets was increasingly visible among independent foodservice businesses in 2023. This trend was partly driven by the need to reduce rental, staffing and energy costs to keep profitability. However, it was also affected by pandemic-related disruption and changes in consumer behavior. Many independents have recently seen the share of their revenues generated by home delivery and takeaway sales, making them less reliant on eat-in trade.

Outlook for Czech Consumer Foodservice

The prospects for consumer foodservice growth in the Czech Republic are favorable, considering recent macroeconomic improvements, purchasing power recovery, and rising inbound and domestic tourism flows. Due to high market saturation, both chained and independent operators will have to respond to the growing demand for healthy choices and unusual dining experiences,

including authentic stories behind the place and home delivery/takeaway service, to adapt to these trends and stay competitive. In addition, investment in digital solutions for convenient orders/payment management will be essential. McDonald’s Corp, Yum! Brands Inc, and Asahi Group Holdings Ltd are the top three companies on the foodservice sales value list in Czechia.

Table 3: Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

	2023	2024	2025	2026	2027	2028
Units	34,615	34,938	34,985	34,996	34,968	34,920
Transactions (million)	1,108	1,150	1,186	1,217	1,244	1,271
CZK million	207,225	220,127	231,402	241,744	250,809	259,636

Source: Euromonitor International

Power of Traditional & Social Media

Thanks to TV cooking shows that became extremely popular during the pandemic and their popularity continues to grow, consumers are nowadays more interested in food and beverages than ever before. Best Czech master chefs are true local celebrities. Beyond traditional media, social media and influencers are rapidly gaining marketing power. Consumers seem to like and follow food enthusiasts’, often referred to as foodies’, opinions, recommendations, and cooking tips.

The following sectors offer opportunities for new sales: tree nuts, fish and seafood, distilled spirits and wine, innovative non-alcoholic beverages, pet food products, prime beef, and niche gourmet food products.

Table 4: Best Consumer-Oriented Product Prospects

Product Category	Total Czech Imports from the USA 2022 (USD thousands)	Total Czech Imports from the USA 2023 (USD thousands)	% Change 2022/2023
Tree Nuts	\$25,035	\$45,980	+83%
Fish and Seafood Products	\$17,553	\$11,067	-63%
Food Preparations	\$19,223	\$18,683	-3%
Distilled Spirits	\$6,698	\$10,241	+53%

Pet Food	\$9,167	\$10,001	+9%
Beef	\$4,239	\$5,703	+34%
Non-alcoholic Beverages	\$2,490	\$4,009	+61%
Hops	\$3,975	\$3,817	-4%
Rice	\$596	\$1,561	+160%
Wine	\$1,936	\$1,069	-45%

Source: Czech Statistical Office

Competitive Situation for Selected U.S. Consumer-Oriented and Seafood Products

Table 5: Czech Republic's Imports of Consumer Oriented and Seafood Products (2023)

Product Category (Product Code) Imports in Millions of USD	Main Suppliers By Percentage	Note
Tree Nuts (HS0802) Total imports: \$102,379 From USA: \$52.5	1. USA 51% 2. Russia 18% 3. Germany 15% 4. Ukraine 14% 5. Georgia 9%	USA ranks first and U.S. nuts are valued for their qualities.
Food preparations (HS2106) Total Imports: \$632 From USA: \$19.4	1. Germany 21% 2. Poland 14% 3. Turkey 11% 4. Netherlands 8% 5. China 5% 6. Slovakia 5% 7. Italy 5% 8. Austria 3.4% 9. USA 3%	
Spirits (HS Group 2208) Total imports: \$259 From USA: \$10.27	1. U.K. 12% 2. Ireland 10% 3. Germany 9% 4. Slovakia 8.5% 5. Italy 8% 6. Netherlands 6.5% 7. France 6% 8. USA 4%	Competition from products produced in EU countries. However, USA origin products are very popular on the Czech market.

Seafood products (HS Commodity Group 03) Total imports: \$380 From USA: \$11	1. Norway 2. Germany 3. Poland 4. Vietnam 5. Netherlands 6. USA	48% 10% 6% 5% 4% 3%	The landlocked country depends on imports of Alaska pollack, hake, wild salmon, cod, shrimp.
Beef and beef products (HS Commodity 0201) Total imports: \$242 From USA: \$5.7	1. Netherlands 2. Poland 3. Germany 4. Ireland 5. Austria 6. Denmark 7. Argentina 8. USA	25% 23.5% 18% 8% 5% 4% 3% 2.5%	Grain fed and marbled beef is in high demand in fine dining food service. Imports from Netherlands and Germany very likely include re-export of USA-origin beef.
Hops (HS Commodity 1210) Total imports: \$8.2 From USA: \$3.5	1. USA 2. Germany 3. Slovakia	42% 36% 9%	Ingredient for the most popular Czech beverage. Demand for high quality aroma hops varieties for local craft beer making.
Pet Food (HS 2309) Total imports: \$738 From USA: \$10.4	1. Germany 2. Poland 3. Hungary 4. Netherlands 5. France 6. U.K. 7. Austria 14. USA	35% 11% 7% 6% 6% 6% 1.5%	Continuous demand for high quality pet food, Czechs rank first in number of pets per capita in the EU.

Source: [Trade Data Monitor](#)

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Agricultural products account for about 3 percent of U.S. total exports to Czechia. Official U.S. export numbers do not include significant transshipments of U.S. products from other EU countries, particularly from the Netherlands and Germany. This means many products imported to the Czech Republic are not included in U.S. - Czech export statistics since the first point of entry into the EU is most likely the port of Rotterdam or Hamburg. This is evidenced by the availability and variety of U.S. food products found in the Czech market today. Although locally produced and EU-imported agricultural products dominate the Czech market, there are good opportunities for U.S. products, particularly at the upper end of the market. In 2023, the total agricultural, fish and forestry imports from the United States totaled \$143 million.

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Homepages of potential interest to the U.S. food and beverage exporters are listed below:

Foreign Agricultural Service Prague	https://cz.usembassy.gov/embassy/government-agencies/foreign-agricultural-service/
Foreign Agricultural Service Washington	http://www.fas-usda.gov
USDA/FAS/Europe	http://www.fas-europe.org
U.S. Mission to the European Union	http://www.usda-eu.org
European Importer Directory	http://www.american-foods.org/

One tip for U.S. exporters is to approach the governmental trade promotion agency [CzechTrade](#) that offers a business partner search assistance.

Please view our [Country](#) website for more information on exporting U.S. food and beverage products to the Czech Republic and Slovakia, including market and product “briefs” available on specific topics of interest to U.S. exporters. If you have questions or comments regarding this report, or need assistance exporting to the Czech Republic, please contact the U.S. Foreign Agricultural Service Office in Prague at the following address:

Foreign Agricultural Service
U.S. Embassy Prague
Trziste 15, 11801 Prague
Tel: (420) 257 022 393; E-Mail: AgPrague@fas.usda.gov
Homepage: www.fas-europe.org

This FAS office also covers the market in Slovakia.

Attachments:

No Attachments