



PONAŠANJE POTROŠAČA NA TRŽIŠTU PIVA U SLOVAČKOJ

Branislav Dudić^{1,2}

0000-0002-4647-6026

Velibor Spalević³

0000-0002-7800-2909

¹Comenius University, Faculty of Management, Bratislava, Slovak Republic

²Faculty of Economics and Engineering Management in Novi Sad, Republic Serbia

³University of Montenegro, Biotechnical faculty, 81000 Podgorica, Montenegro

Sažetak:

Pivo je najpopularnije alkoholno piće na svetu. Tržište piva ima ogroman udeo na državni budžet svake zemlje u svetu. Slovačka se često naziva pivskom zemljom jer pivo je jednim od najpopularnijim alkoholnih pića ima čvrstu i dugu tradiciju. U Slovačkoj imamo 4 velike pivare i 64 zanatske ili kraft pivare. Velike Slovačke pivare pokušavaju da održe svoj tržišni udeo poslovanjem smanjenjem troškova i cena ili proizvodnjom novih vrsta piva. Uprkos svim preprekama, ove pivare posluju u Slovačkoj već veliki broj godina. Mnoge male pivare su zatvorene od 2020-2023. godine. Svake godine se na tržištu pojavljuju nove vrste piva, koje imaju za cilj privlačenje sve više novih kupaca. Možemo smatrati sve popularnijem bezalkoholnim pivima i radlerima što Slovačku čini jednu od najpopularnijom zemljom po proizvodnji bezalkoholnog piva u okviru Evropske unije.

DOI: 10.5937/PIVOS24016D

Kontakti:

^{1,2}branislav.dudic@fm.uniba.sk

³velibor.spalevic@gmail.com

Ključne reči: pivarska industrija, tržište, pivo.



CONSUMER BEHAVIOR ON THE BEER MARKET IN SLOVAKIA

Branislav Dudić^{1,2}

0000-0002-4647-6026

Velibor Spalević³

0000-0002-7800-2909

¹Comenius University, Faculty of Management, Bratislava, Slovak Republic

²Faculty of Economics and Engineering Management in Novi Sad, Republic Serbia

³University of Montenegro, Biotechnical faculty, 81000 Podgorica, Montenegro

DOI: 10.5937/PIVOS24016D

Correspondences:

^{1,2}branislav.dudic@fm.uniba.sk

³velibor.spalevic@gmail.com

Summary:

Beer is the most popular alcoholic drink in the world. The beer market has a huge share in the national budget of every country in the world. Slovakia is often called the country of beer because beer is one of the most popular alcoholic beverages and has a solid and long tradition. In Slovakia, we have 4 large breweries and 64 craft or craft breweries. Large Slovak breweries are trying to maintain their market share by doing business by reducing costs and prices or by producing new types of beer. Despite all the obstacles, these breweries have been operating in Slovakia for many years. Many small breweries are closed from 2020-2023 year. Every year, new types of beer appear on the market, which aim to attract more and more new customers. We can consider the increasingly popular non-alcoholic beers and radlers, which makes Slovakia one of the most popular non-alcoholic beer producing countries within the European Union.

Keywords: brewing industry, market, beer.