

Buyer Channel Map — Czechia

Who actually buys food in Czechia, channel by channel — and what each buyer type wants before a first meeting. A structural map for Central-European food producers, not a contact list.

The 60-second read

The retail structure mirrors Germany's. Kaufland and Lidl (Schwarz Group) sit at the top, Albert, Tesco, Penny and Billa fill in, and Makro covers wholesale. International chains hold most of modern trade — so the buyer set is familiar and findable.

Promotions run the shelf. Czechia has one of Europe's highest shares of grocery sold on promotion, and food is around a fifth of household spending. Promotional capacity and sharp pricing decide listings as much as the base spec — buyers ask about action volumes early.

It's the shortest first export step. Logistics are next-door, buyers work with Polish, Slovak and Hungarian suppliers daily, and a Czech listing typically extends into Slovakia — the chains buy the two markets together.

The channel map

Buyer type	Who they are	What they want first	Realistic role for a CE producer
Retail category desks	Buyers at Kaufland, Albert, Tesco, Billa	IFS/BRCGS, Czech labelling, promotional capacity, sharp base price	Brand listing or own-brand supply
Discount	Lidl, Penny	Action volumes on schedule, dependable delivery, private-label capability	Private-label / promotional volume
Distributors	Frozen, chilled and ambient distributors placing imported ranges	Certification, category fit, reliable logistics	Brand placement into retail + foodservice
Cash-and-carry / HoReCa	Makro, supplying restaurants, canteens and hotels	Catering formats, consistent supply	Foodservice supply
Private-label sourcing	Own-brand desks at the international chains	Higher-tier IFS, capacity, promotion headroom	Own-brand manufacture
In-store bake-off	Bakery programmes at Kaufland, Lidl, Albert baking frozen dough through the day	Part-baked/frozen formats matched to their ovens and proofing schedules	Bake-off / part-baked supply
Industrial / ingredient buyers	Ready-meal and convenience producers buying inputs	Spec sheets, food-safety docs, bulk formats	Ingredient / semi-finished supply

Named retail groups (public knowledge)

Kaufland — market front-runner; hypermarkets, aggressive promotions.

Lidl — hard discount; top-two position.

Albert (Ahold Delhaize) — supermarkets and hypermarkets.

Tesco / Penny / Billa — hypermarkets, discount and supermarkets.

Makro — cash-and-carry; the wholesale and HoReCa gateway.

Trade calendar hooks

Czech buyers attend the German shows (**Anuga**, Cologne; **iba** and **südback** for bakery) but decide on their own promotion calendar. Honest line: the buyer set is next door and reachable directly, year-round — a fair is a courtesy, not the door, and Czech range planning runs regardless of the fair week.

Three mistakes CE producers make in Czechia

Pricing against the market instead of for it. Czechia is honest margin work — but a volume, logistics and reference market. Producers who plan production around promotional cycles and price for a value shopper do fine; those who hold out for a premium shelf stall.

Ignoring the promotion clock. Reaching the right category desk *when action planning is open*, with promotional capacity answered up front, is the whole game. Turn up after the window and you wait for the next cycle.

Bringing finished bread to a bake-off market. Czech chains bake frozen dough all day — part-baked and frozen pastry lines that fit their ovens travel much further than finished loaves. It's a format question as much as a taste one.

This map shows *where* the buyers sit. ProspectX gets you in front of the named ones — in Czech or English, when their action planning is open. → Book a Discovery Call.

Sources

(Only facts not already published on getprospectx.com/export are sourced here.)

Czechia among Europe's highest promotional-sales shares; food and non-alcoholic beverages ~20.7% of household spending; Lloyds Bank Trade, "The distribution network in the Czech Republic" — <https://www.lloydsbanktrade.com/en/market-potential/czech-republic/distribution>

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Sources verified July 2026