

Threat of substitutes (1 point- the lowest; 9 points – the highest)	Respondent's estimation Year	
	2016	2020
Many substitutes exist in the market No substitutes (1 point), Many substitutes (9 points)	1	1
Competition in industry of substitutes If the competition in substitutes industry is higher, than their producers can be more motivated to enter “our” industry. Low (1 point), High (9 points)	1	1
Threat of substitutes in the future Will they appear? Probability that they will appear is low (1 point), high (9 points)	1	1
Development in pricing of substitutes Will their prices tend to rise or decline? Raise (1 point), Decline (9 points)	1	1
Use of the product Will they become worse or better? Worse (1 point), Better (9 points)	1	1
Total (out of 45 points)	5	5
Average score (Total/5)	1	1
Chart adapted from <i>Keřkovský and Vykypěl, 2006</i> . In my own translation		