

**Cider/Perry in Chile**

Market Direction | 2022-06-29 | 21 pages | Euromonitor

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**Report description:**

Still a niche category in Chilean alcoholic drinks with limited penetration, cider/perry expanded in sales terms in 2021, recording a positive growth performance for the year. With alcoholic drinks witnessing an overall rise in demand for spirits such as bitters, whiskies and gin, the lack of consumer awareness of cider/perry makes it difficult to attract new consumers, who do not understand its consumption occasions, or which type of food it can be paired with.

Euromonitor International's Cider/Perry in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Cider/Perry market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Niche cider/perry in Chile due to limited consumer knowledge

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Cia Cervecerias Unidas expands its cider portfolio with third brand

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