

Cider/Perry in Hong Kong, China

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

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Report description:

As local consumers have become used to the pandemic and the widespread availability of the vaccine, sales of cider/perry improved in 2021 through both off-trade and on-trade channels. The latter was supported by the sustained reopening of establishments in 2021 as consumers eagerly returned to bars and clubs due to pent-up demand for socialising outside of the home. Restaurants were able to remain open for much of the year, especially for traditional major holidays such as Christmas and Easter.

Euromonitor International's Cider/Perry in Hong Kong, China 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CIDER/PERRY IN HONG KONG, CHINA

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Demand for cider/perry increases in 2021 as impact of COVID-19 weakens

Flavour variety expands due to increasing number of imported brands

Cider/perry increasingly popular with consumers concerned about health and wellness, and sustainability

PROSPECTS AND OPPORTUNITIES

Cider/perry growth to remain stable despite surge in virus cases in 2022

Local/unique flavours can attract younger adults

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