

Cider/Perry in the Philippines

Market Direction | 2022-06-29 | 22 pages | Euromonitor

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Report description:

As a category with a niche audience and a heavy reliance on on-trade demand, cider/perry did not see a recovery in the Philippines in 2021, albeit it registered a slower decline than in 2020 in total volume terms. Fewer on-trade establishments carry cider/perry compared to other alcoholic drinks, which made the category's recovery even more challenging, especially given most on-trade establishments still faced some disruption in 2021. Leading brands like Magners and Savanna maintained their dist...

Euromonitor International's Cider/Perry in Philippines 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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