

## **Cider/Perry in Vietnam**

Market Direction | 2022-06-28 | 25 pages | Euromonitor

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### **Report description:**

Cider/perry registered a sharp decline in total volume terms in 2021, with the introduction of strict COVID-19 measures in May 2021 putting a significant dent in sales. These measures included the closure of bars, clubs and karaoke clubs and restrictions on serving alcohol in foodservice outlets. Prior to the outbreak of COVID-19 sales of cider/perry had been dominated by the on-trade channel, with it often being consumed with friends as a refreshing drink when socialising. As a result, while of...

Euromonitor International's Cider/Perry in Vietnam 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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CIDER/PERRY IN VIETNAM

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E-commerce benefits from COVID-19 measures as consumers stay home

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