

## **Cider/Perry in Azerbaijan**

Market Direction | 2022-07-07 | 23 pages | Euromonitor

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### **Report description:**

Following a double-digit decline in 2020, cider/perry showed a modest recovery in volume sales terms in 2021 as the easing of the COVID-19 pandemic encouraged higher levels of socialising and bolstered confidence and spending power among Azerbaijanis. It remained a niche category, however, and demand continued to be almost exclusively concentrated in off-trade channels, with very few on-trade establishments offering this product type. There is no real tradition of cider/perry consumption in the...

Euromonitor International's Cider/Perry in Azerbaijan 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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#### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Cider/perry shows modest recovery but remains a niche category in Azerbaijan

High unit prices continue to limit appeal of cider/perry

Female consumers and seasonal drinking habits could offer growth opportunities

#### PROSPECTS AND OPPORTUNITIES

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