

**Cider/Perry in Bosnia and Herzegovina**

Market Direction | 2022-06-30 | 21 pages | Euromonitor

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**Report description:**

Consumption of cider/perry in Bosnia and Herzegovina is heavily concentrated in on-trade channels. Accordingly, the category was particularly hard hit in 2020 when foodservice outlets were forced to close for lengthy periods during lockdowns and fear of contracting COVID-19 discouraged many people from frequenting such establishments after they reopened, with on-trade volume sales declining at a high double-digit rate. The blow was softened somewhat by a surge in retail demand, but this was nowh...

Euromonitor International's Cider/Perry in Bosnia and Herzegovina 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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##### 2021 DEVELOPMENTS

On-trade volume sales recover strongly while retail demand contracts

Appeal of cider/perry remains limited in Bosnia and Herzegovina

Carlsberg's Somersby brand continues to dominate cider/perry

#### PROSPECTS AND OPPORTUNITIES

Outlook is positive but cider/perry will remain a minor category

Marketing strategies will continue to focus on young adults

Commanding lead of Somersby unlikely to be challenged

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