

**Cider/Perry in China**

Market Direction | 2022-06-24 | 22 pages | Euromonitor

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**Report description:**

Although the cider/perry category remains relatively small, it saw double-digit total volume and current value growth in 2021, after seeing a fairly static performance in 2020. During the review year, China gradually recovered from the pandemic, and businesses resumed their operations, driving strong growth in on-trade channels. Cider/perry is popular amongst younger people of legal purchasing age, particularly women, and growth was mainly driven by these consumer groups. In China, many young wo...

Euromonitor International's Cider/Perry in 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.

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#### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Cider/perry rebounds to solid double-digit total volume and value growth

Strongbow by China Resources Beer (Holdings) still leads, while other brands launch trendy new products

#### PROSPECTS AND OPPORTUNITIES

Growth potential for cider/perry due to its low alcohol content

Innovation in flavour diversification

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