

## **Cider/Perry in Finland**

Market Direction | 2022-07-07 | 26 pages | Euromonitor

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### **Report description:**

In 2021, cider/perry registered further volume decline. Cider is losing popularity to other alcoholic offerings such as hard seltzers and other RTDs which offer similar benefits and are seen to be much more dynamic in terms of innovation. This is a vicious circle for cider/perry, as with waning consumer demand, players are not prepared to invest in innovation. Also, RTDs have hugely benefitted from the 2018 change in regulation, which permits RTDs up to 5.5% ABV, rather than the previous 4.7%, t...

Euromonitor International's Cider/Perry in Finland 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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