

Cider/Perry in Indonesia

Market Direction | 2022-07-07 | 28 pages | Euromonitor

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Report description:

Like most areas of alcoholic drinks, cider/perry recorded heavy losses in 2020 and the category only saw a modest recovery in 2021. Sales through the on-trade were impacted by movement restrictions and the forced closure of outlets, as well as general fears around spending time in public places. The lack of foreign tourists was another factor with cider/perry being particularly popular with consumers from Western markets who view it as a light and refreshing drink well suited to warmer climes. O...

Euromonitor International's Cider/Perry in Indonesia 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

Cider/perry sees small recovery but still faces strong competition from flavoured/mixed lager

Cider/perry has limited appeal in Indonesia due to limited distribution and high prices

Albens hard hit by the pandemic but retains dominance

PROSPECTS AND OPPORTUNITIES

Cider/perry challenge remain the forecast period

The recovery of cider/perry should be supported by the rise of e-commerce and the return of tourism

Cider/perry brands will need to work hard to increase product awareness and expand their distribution reach

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