

Cider/Perry in Ireland

Market Direction | 2022-07-07 | 29 pages | Euromonitor

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Report description:

On-trade challenges led to the second year of overall decline in volume sales of cider. Cider has suffered as a result of its on-trade focus and limited innovation in the category over the last few years, as well as disruption from the pandemic. Despite the efforts to promote the year-round consumption of cider, through 'winter' flavours and products suitable for mulled cider, it continues to be viewed as a summer option by many consumers. The overall decline in alcohol consumption in Ireland is...

Euromonitor International's Cider/Perry in Ireland 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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