

Cider/Perry in Israel

Market Direction | 2022-07-08 | 23 pages | Euromonitor

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Report description:

As a drink that many consumers drink as a substitute for beer and other alcoholic drinks in on-trade establishments, the continued lockdown restrictions in 2021 had a very strong impact on the category. Growing preference for RTD offerings has also negatively impacted volume sales of cider. As Israelis were home for most of the year, many became interested in trying new drinks and new flavours. However, cider was unable to recover as well as other categories in 2021, most notably RTD's, even whe...

Euromonitor International's Cider/Perry in Israel 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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