

## **Cider/Perry in Mexico**

Market Direction | 2022-06-28 | 26 pages | Euromonitor

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### **Report description:**

Sales of cider saw ongoing decline in 2021, as consumers continued to shift towards drinks that they perceived to be more sophisticated. Sparkling wine and spirits are the preferred alternatives for celebrations, with cider waning in popularity. In Mexico, sales of cider are very much seasonal, with purchases reserved for end-of-year celebrations, including Christmas and New Year's Eve. However, during the COVID-19 crisis, the peak sales period of November-January was underwhelming, as some cons...

Euromonitor International's Cider/Perry in Mexico 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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CIDER/PERRY IN MEXICO

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