

Cider/Perry in Slovakia

Market Direction | 2022-07-07 | 24 pages | Euromonitor

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Report description:

Cider in Slovakia is suppressed by more prominent categories, such as flavoured and non-alcoholic beers and RTDs which has detracted from cider's appeal. There is also competition from 100% apple juice, particularly those made from natural ingredients and no preservatives. Cider lacks the marketing support of beer or wine and has lost sales to cheaper alcoholic drinks categories in both off-trade and on-trade. In general, the lack of marketing support has weakened this category. Indeed, cider ha...

Euromonitor International's Cider/Perry in Slovakia 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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