

## **Cider/Perry in Thailand**

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

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### **Report description:**

The third wave of COVID-19 was the most severe that Thailand faced, with tens of thousands of new COVID-19 cases every day. During this time, government measures to protect the health of the population included the closure of bars and restaurants, depending on the zone, and a ban on sales of alcohol for dine-in. The cider/perry category suffered a considerable negative impact from these measures as demand fell via the on-trade in particular.

Euromonitor International's Cider/Perry in Thailand 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 THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Ongoing pandemic-related restrictions delay a recovery in the on-trade sales of cider/perry

International brands maintain their lead while domestic brands are also gaining popularity with all companies focusing more on the off-trade during the health crisis

Cider/perry faces growing competition from spirits and RTDs

PROSPECTS AND OPPORTUNITIES

Return to double-digit growth for cider/perry despite slow economic recovery in the aftermath of the pandemic

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