

Cider/Perry in the Netherlands

Market Direction | 2022-07-07 | 26 pages | Euromonitor

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Report description:

Cider witnessed a strong decline in volume sales in 2021 due to weak footfall in the on-trade and strong competition from other categories in the off-trade. In Dutch supermarkets, for instance, cider brands compete with craft beers, flavoured beer, non-alcoholic beer and RTDs such as hard seltzers for shelf space. Since demand for cider is much lower than these competing categories and thus sales growth potential is more limited, cider/perry has a weakened position in retail distribution.

Euromonitor International's Cider/Perry in Netherlands 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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