

Cider/Perry in Slovenia

Market Direction | 2022-07-12 | 24 pages | Euromonitor

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Report description:

Cider/perry was hit hard by closures of on-trade channels and a very weak tourist season in the previous year, due to impacts from the COVID-19 pandemic. These negative factors were particularly significant for cider/perry, as on-trade channels and tourism are the category's strongest growth drivers. Therefore, as on-trade establishments re-opened in the second quarter of the year and tourists gradually returned cider/perry was bolstered back to health again. That said, pre-pandemic trends had b...

Euromonitor International's Cider/Perry in Slovenia 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 SLOVENIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cider/perry consumption increases as on-trade establishments reopen

Domestic and traditional production remains significant, with consumers supporting local players

Carlsberg's Somersby brand maintains strong lead, thanks to initiating the original growth in cider in the country

PROSPECTS AND OPPORTUNITIES

Cider/perry set to see a strong bounce back in line with a return to pre-pandemic lifestyles

Health and wellness trends set to drive innovation in organic, functional, and low-sugar variants

"Craft cider" trend set to strengthen, with exotic flavours and low-alcohol variants

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