

Cider/Perry in New Zealand

Market Direction | 2022-08-08 | 26 pages | Euromonitor

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Report description:

2020 was a strong year for cider/perry sales in New Zealand. The category was fortunate that the lockdowns from March through to June fell largely outside of the category's key selling months, with 85% of cider normally sold in summer between October and March. Consequently, cider/perry consumption increased during the traditionally slow months boosting off-trade volume sales in 2020. However, as the country emerged from the initial outbreak and moved into 2021, this rate of growth was unsustain...

Euromonitor International's Cider/Perry in New Zealand 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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