

Cider/Perry in Germany

Market Direction | 2022-08-16 | 27 pages | Euromonitor

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Report description:

Cider/perry's off-trade growth continued to be supported by attracting new consumers in 2021, with these beverages increasingly seen as an alternative to beer, particularly during the summer season. However, despite a solid performance, the category suffered from a relatively cool and wet summer in 2021 compared to recent years. Stronger growth potential was also impacted by the stabilisation of on-trade sales following a sharp decline in 2020, when consumption significantly shifted to the home...

Euromonitor International's Cider/Perry in Germany 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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CIDER/PERRY IN GERMANY

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