

Cider/Perry in Sweden

Market Direction | 2022-09-14 | 27 pages | Euromonitor

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Report description:

Cider/perry registered a small decline in total volume terms in 2021. The category was hard hit by the pandemic during 2020 with on-trade sales being cut almost in half as consumers remained at home. Although on-trade sales saw a partial recovery in 2021 they remained well below 2019 levels. One reason behind this was the sudden rise in popularity of hard seltzer and premium RTDs ("premium cocktails"), as well as competition from other categories such as other sparkling wine, beer and still rose...

Euromonitor International's Cider/Perry in Sweden 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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