

Cider/Perry in Chile

Market Direction | 2023-06-22 | 22 pages | Euromonitor

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Report description:

A young category in Chilean alcoholic drinks, cider was historically dominated by many small, craft brands, most of which were located in the south of the country where a cider culture and apple production prevailed. However, the fast growth and premium positioning of this category proved appealing for major Spanish brands REAL and Rama Caida, which gained significant share in 2019 to hold a combined 44% total volume share. Although these brands managed to retain their leadership over 2020-2021,...

Euromonitor International's Cider/Perry in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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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