

Cider/Perry in Hong Kong, China

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

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Report description:

Due to the removal of pandemic restrictions, cider/perry observed modest total volume growth in 2022 compared with the previous year. This was partly due to the solid performance of the off-trade, whilst the sustained opening of on-trade outlets led to a strong increase in sales, as drinkers eagerly returned to bars and clubs to socialise. While local consumers enjoy other types of alcoholic drinks, such as spirits and beer, cider/perry has its own strong following, which can be seen by the incr...

Euromonitor International's Cider/Perry in Hong Kong, China 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.

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Cider/perry shows modest growth

Flavour variety increases as more brands are imported

Cider/perry benefits from the shift towards lower alcohol and moderation

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