

Cider/Perry in Italy

Market Direction | 2023-06-22 | 27 pages | Euromonitor

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Report description:

Demand for cider/perry continued to grow in 2022, both in the on-trade and off-trade. This was due to several factors. Firstly, the relatively low penetration of these products, especially in modern grocery retailing, presents wide margins for growth. Secondly, innovation and premiumisation within the category is helping to build interest in cider/perry with an ever growing range of options from new flavour combinations to natural and organic variants. Furthermore, there are increasingly strong...

Euromonitor International's Cider/Perry in Italy 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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