

Cider/Perry in Belgium

Market Direction | 2023-06-27 | 24 pages | Euromonitor

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Report description:

The cider/perry retail landscape was declining fast in 2022, driven by a general decrease in the consumption of alcohol, aligned to rising health trends, as well as a lack of investment seen in the cider/perry market. A key challenge for the cider/perry landscape is the old-fashioned image of the product, with many consumers reaching for spirits, or RTDs - especially within younger adult consumer groups. Furthermore, players within cider have not been willing to invest in the product, meaning th...

Euromonitor International's Cider/Perry in Belgium 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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