

Cider/Perry in Finland

Market Direction | 2023-06-26 | 23 pages | Euromonitor

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Report description:

Cider, as a mature category in Finland, is being promoted as a lighter option to wine and a suitable accompaniment to meals. It is particularly marketed as a complement to fish, seafood, and spicy dishes. Sweeter ciders are positioned as ideal pairings with desserts. The Alko's e-commerce platform allows consumers to choose ciders based on their food preferences, enhancing the food-pairing experience. Additionally, the introduction of more quality artisanal ciders, including barrel-aged varieties...

Euromonitor International's Cider/Perry in Finland 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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