

Cider/Perry in Indonesia

Market Direction | 2023-06-22 | 25 pages | Euromonitor

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Report description:

Cider faces significant competition in the on-trade setting. Amongst the products providing notable competition to cider is shochu/soju. In the Indonesian market, shochu/soju is mostly consumed mixed with juice, which dilutes it to a similar level of alcohol content to cider. Compared to shochu/soju, cider offers less variation and room to play when consumed. In addition, cider also faces competition with RTDs in term of pricing, with the price point for RTDs being lower than that of cider. Howe...

Euromonitor International's Cider/Perry in Indonesia 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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Euromonitor International
June 2023

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