

Cider/Perry in Malaysia

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

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Report description:

There was high global inflation in 2022 due to various factors including the fallout from the pandemic and importantly Russia's invasion of Ukraine. This in turn led to an increase in the cost of raw materials. In particular packaging costs skyrocketed due to the soaring price of aluminium which led to a sharp rise in the unit selling price of regular cider/perry, with leading brands (eg Somersby, Strongbow and more) being sold mainly in metal beverage cans.

Euromonitor International's Cider/Perry in Malaysia 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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CIDER/PERRY IN MALAYSIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Regular cider/perry sees modest growth in 2022 as consumers lose interest in these products

Carlsberg sees significant gains thanks to investment in new products and marketing campaigns in 2022

Stringent rules discourage investment in non alcoholic cider/perry in 2022

PROSPECTS AND OPPORTUNITIES

Regular cider/perry is anticipated to see moderate growth over the forecast period

Existing players are likely to invest in marketing campaigns to attract the attention of consumers

Non alcoholic cider/perry may emerge slowly over the forecast period

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