

## **Cider/Perry in South Africa**

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

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### **Report description:**

The top brand in cider/perry, Savanna, retained its lead in total volume and value terms in 2022, thanks to maintaining strong growth rates. Much of this was a result of changing consumer preferences, with more people shifting to cider from other categories, such as beer. Moreover, continued successful marketing from the brand owner Distell, through advertisements and sponsorships, further strengthened brand recognition, with growth also compounded by the brand's competitive price point. In addi...

Euromonitor International's Cider/Perry in South Africa 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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Euromonitor International  
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