

## **Cider/Perry in Sweden**

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

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### **Report description:**

Cider/perry saw marginal growth in total volume terms in 2022. Despite the removal of pandemic-related restrictions, which saw the revival of the on-trade channel, this had little impact on overall demand, due to the overwhelming importance of off-trade sales. Within the off-trade, sales of cider were hit by the rise in popularity of hard seltzer and premium RTDs, as well as competition from other categories such as other sparkling wine and still rose wine. Furthermore, growing health concerns p...

Euromonitor International's Cider/Perry in Sweden 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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Cider/Perry in Sweden  
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Off-trade volumes stagnate, in face of competition from other alcoholic drinks

Non alcoholic cider continues to grow from a small base

New flavour varieties continue to drive new product development, alongside organic and naturally-sourced ingredients

##### PROSPECTS AND OPPORTUNITIES

Rebound in off-trade sales anticipated, but increasing competition from other alcoholic drinks will force players to invest in new flavour combinations

Health trends set to drive further growth in non alcoholic cider

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