

Cider/Perry in the Czech Republic

Market Direction | 2023-06-27 | 21 pages | Euromonitor

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Report description:

Large brands like Somersby, Carling and Kingswood ended their distribution of cider/perry in the Czech Republic during 2022. The parent companies decided to focus their energies on a single key brand, or on more popular alternatives to cider/perry. These alternatives included flavoured non-alcoholic beer, lager and RTDs. Players like Plzensky Prazdroj, which distributed the Kingswood and Frisco Cider brands decided to focus on the latter, rather than trying to successfully market and position bo...

Euromonitor International's Cider/Perry in Czech Republic 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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