

Cider/Perry in Uruguay

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

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Report description:

Cider has been losing share amongst Uruguay alcoholic drinks options for the last 15 years. Although it witnessed an unexpected strong bounce in 2020 (related to voluntary home seclusion during the pandemic) and further marginal growth in 2021, the category returned to its declining trend in 2022. Even in the context of champagne and other sparkling wines gaining attractiveness in the period, cider was not able to avoid a negative performance in 2022.

Euromonitor International's Cider/Perry in Uruguay 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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