

## **Cider/Perry in China**

Market Direction | 2023-07-05 | 22 pages | Euromonitor

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### **Report description:**

The cider/perry category in China witnessed a remarkable surge in 2022, characterised by a double-digit total volume growth rate, driven by growth in off-trade sales. This sustained expansion can be ascribed to consumers' unwavering inclination towards lower alcohol drinks, such as cider. While beer has cultivated an extensive market in terms of lower alcohol beverages, a significant number of female consumers find its bitter flavour unappealing, prompting the emergence of cider as a good altern...

Euromonitor International's Cider/Perry in China 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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