

Cider/Perry in Germany

Market Direction | 2023-06-30 | 26 pages | Euromonitor

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Report description:

Cider/perry saw significant growth in both total volume and current value terms in 2022, driven in large part by increasing demand from the younger generations of legal drinking age in Germany. This demand was influenced by the trends towards healthier and more sustainable living, as well as the popularity of events targeting these consumers, such as concerts and festivals. Small and independent cider/perry producers have been particularly successful in capturing the attention of this consumer g...

Euromonitor International's Cider/Perry in Germany 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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