

Cider/Perry in Switzerland

Market Direction | 2023-11-21 | 25 pages | Euromonitor

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Report description:

Cider/perry remained a popular option in Switzerland at the end of the review period. The category continued to enjoy a steady, if slightly slower, growth in demand in 2022. Overall, volume and current value sales rose in off- and on-trade terms. However, growth rates were higher in the on-trade channel due to the ongoing gradual return to more frequent restaurant/bar/beer garden visits as the threat of Coronavirus (COVID-19) and related restrictions eased and lifted. Premiumisation and new prod...

Euromonitor International's Cider/Perry in Switzerland 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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Table of Contents:

Cider/Perry in Switzerland
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List Of Contents And Tables

CIDER/PERRY IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gradual return to foodservice drives total volume growth in 2022

Non alcoholic options gain some traction but regular products shape and drive the category

Local players benefit from consumer trust and company/brand awareness to lead cider/perry

PROSPECTS AND OPPORTUNITIES

Stronger development and promotion is required to drive dynamism in cider/perry

Cider/perry fits with more moderate drinking trend

Non alcoholic cider/perry to remain on the periphery

CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2017-2022

Table 2 Sales of Cider/Perry: Total Value 2017-2022

Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN SWITZERLAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2017-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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