

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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CIDER/PERRY IN SWITZERLAND

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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
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