

Cider/Perry in China

Market Direction | 2024-06-12 | 21 pages | Euromonitor

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Report description:

In 2023, cider/perry in China maintained high growth rates, with total volume and current value growth rates in the double digits. Particularly high growth was seen in the on-trade channel, with growth rates exceeding 20%. The strong growth of cider/perry can mainly be attributed to its low alcohol content, which has become increasingly favoured by Chinese consumers, who have heightened health awareness following the pandemic. High alcohol beverages have seen decreased popularity in the Chinese...

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 (2019-2023), 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 2028 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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Somersby experiences rapid growth and takes the leading position in cider/perry

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