

## **Cider/Perry in the Philippines**

Market Direction | 2024-06-13 | 21 pages | Euromonitor

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### **Report description:**

Cider/perry, which is a niche market in the Philippines, continued to see modest, albeit positive growth in volume terms in 2023. The category competes closely with other alcoholic drinks, such as beer and RTDs, which have a more established distribution, as well as a much broader consumer base. Nonetheless, a gradually improving economy, coupled with an increase in tourism, fostered a favourable environment for cider/perry, particularly within on-trade channels. These channels proved to be inst...

Euromonitor International's Cider/Perry in Philippines 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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Euromonitor International  
June 2024

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