

## **Cider/Perry in Australia**

Market Direction | 2024-06-20 | 29 pages | Euromonitor

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### **Report description:**

Total volume sales of cider/perry in Australia declined in 2023, largely driven by a further drop in demand via the off-trade channel. Cider/perry was significantly impacted by weak economic activity in the country and consumers reducing their spending on some alcoholic drinks as they adopted more cautious behaviour. Beer has been more resistant to the impact of high inflation, with some trading down to mid-priced brands adopted by consumers looking to save money. A similar reasoning was behind...

Euromonitor International's Cider/Perry in Australia 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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