

Cider/Perry in Colombia

Market Direction | 2024-06-18 | 23 pages | Euromonitor

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Report description:

In 2023, demand for cider/perry declined in Colombia where consumption of cider is very low and by far the smallest of the five main alcoholic drinks categories. Most local consumers are not aware of this product, because of its limited availability at retail channels along with the lack of promotion. Cider is typically purchased for celebratory occasions in 750ml bottles but faces competition from other drinks. For celebrations, local consumers typically choose wine, where there is a broad offe...

Euromonitor International's Cider/Perry in Colombia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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