

Cider/Perry in Estonia

Market Direction | 2024-06-25 | 21 pages | Euromonitor

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Report description:

2023 saw a decline in cider/perry sales in Estonia. Although cider remains a popular beverage in foodservice during the summer, economic uncertainty in 2023 caused sales to suffer. Sweet options like Fizz and Kiss lost ground as consumers became more educated and started preferring beverages with less sugar. Additionally, consumers showed increased interest in more sophisticated options beyond traditional sweet ciders.

Euromonitor International's Cider/Perry in Estonia 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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