

Cider/Perry in Greece

Market Direction | 2024-06-19 | 24 pages | Euromonitor

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Report description:

As the appeal of cider/perry in Greece remained limited among the domestic population, the category's performance was fairly flat in 2023, with only a marginal drop in total volume sales. Retail volume sales dropped moderately while on-trade volume sales rose marginally. On the positive side, the increase in inbound arrivals boosted demand. This was evident in the volume sales and share growth performances of international brands Somersby and Strongbow, which gained the bulk of volume sales from...

Euromonitor International's Cider/Perry in Greece 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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