

Cider/Perry in Ireland

Market Direction | 2024-06-19 | 27 pages | Euromonitor

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Report description:

Cider/perry slumped into a marginally negative volume performance in Ireland in 2023, following robust volume sales seen in 2022. However, cider remains fairly resilient through on-trade channels. Therefore, this fall is attributed to the normalisation effect, whereby consumers rebounded to social events and out-and-about lifestyles following the era of the pandemic, creating spikes in sales which contrasted to the crashes seen during the era of the pandemic (in the on-trade sense).

Euromonitor International's Cider/Perry in Ireland 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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Bulmers maintains its lead thanks to local production and sustainability efforts

Non-alcoholic cider: limited so far, but starting to attract attention

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