

## **Cider/Perry in Portugal**

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

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### **Report description:**

Cider/perry remains among the most dynamic categories in Portugal, as it successfully combines flavour, freshness, lower ABV perception and a healthier image. The growing popularity of cider/perry is extending to a wider range of age segments. Somersby (Super Bock Group SGPS SA) is the leading brand with a considerable lead compared to its direct competitor, Bandida do Pomar from (SCC-Central de Cervejas) and private label. In 2023, Somersby launched a limited-edition mango-lime variant sold bet...

Euromonitor International's Cider/Perry in Portugal 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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