

Cider/Perry in New Zealand

Market Direction | 2024-07-04 | 26 pages | Euromonitor

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Report description:

The COVID-19 pandemic caused significant disruption to New Zealand's hospitality sector for much of 2020 and into 2021 as the extremely strict approach taken to social distancing meant that cafes, restaurants and bars were required to remain closed. In addition, retail sales of cider/perry declined during both 2021 and 2022 as the category adjusted to the huge uplift seen in off-trade sales seen during 2020 as consumption shifted from the on-trade to the off-trade at the peak of the pandemic. On...

Euromonitor International's Cider/Perry in New Zealand 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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