

Cider/Perry in Sweden

Market Direction | 2024-07-03 | 24 pages | Euromonitor

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Report description:

Cider/perry saw modest total volume growth in Sweden in 2023. Within the off-trade, sales of cider were hit by the rise in popularity of hard seltzer and premium RTDs, as well as competition from other categories such as other sparkling wine and still rose wine. Furthermore, growing health concerns pushed some consumers to switch to drink fewer alcoholic drinks, or to forego them altogether. Prices of cider have also increased, as inflation has hit the industry as a whole. There are relatively f...

Euromonitor International's Cider/Perry in Sweden 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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