

Cider/Perry in Ukraine

Market Direction | 2024-07-15 | 25 pages | Euromonitor

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Report description:

Sales of cider/perry saw a steep decline in total volume terms in 2022 following Russia's invasion of Ukraine. This was both because of a more limited supply but also reduced demand. Furthermore, the category was not a priority for category leaders Carlsberg and AB InBev Efes, which were more focused on their beer products. For most consumers in Ukraine cider/perry is still a relatively new category and thus they were more likely to cut it out from their shopping lists when looking to save money...

Euromonitor International's Cider/Perry in Ukraine 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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Table of Contents:

Cider/Perry in Ukraine
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List Of Contents And Tables

CIDER/PERRY IN UKRAINE

KEY DATA FINDINGS

2023 DEVELOPMENTS

A brighter outlook for cider/perry in 2023 after a challenging year in 2022

Competitive landscape in a state of flux as the market adjusts to the new reality

On-trade sales informing new product development for the retail channel

PROSPECTS AND OPPORTUNITIES

Cider/perry set to continue on an upward growth path despite signs of maturity

No/low alcohol trend expected to inform new product development as consumers focus on their long-term health

Flavoured cider/perry could help bring the category to a new audience

CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2018-2023

Table 2 Sales of Cider/Perry: Total Value 2018-2023

Table 3 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 4 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 10 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 11 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 12 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 13 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 14 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN UKRAINE

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink-driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 Research Sources

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