

## Cider/perry - New Zealand

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### Abstracts

It appears that cider has been successful in attracting new consumers, thereby securing a new lease of life. The premium end, in particular cider made from New Zealand fresh apples, has gained popularity amongst Kiwis returning home after overseas employment. Those who have been in European countries have renewed interest in cider, and those back home started to appreciate freshly made New Zealand cider, which is palatable, tasty and ideal for summer refreshment.

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 (2005-2009), 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 2014 illustrate how the market is set to change.

Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks industry;
- \* 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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