

Cider/Perry in Estonia

<https://marketpublishers.com/r/C6EEE2880EFEN.html>

Date: July 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: C6EEE2880EFEN

Abstracts

Cider/perry continued to see a dip in off-trade volume sales in 2022. The growing popularity of flavoured/mixed lager had a negative effect on cider/perry. Cider/perry retail unit prices rose in 2022 due to the galloping inflation in the country. While buoying current value sales, this negatively affected product demand. Customers who were not willing to pay high prices switched to cheaper alternatives like flavoured/mixed lager, which had a negative effect on the market size of cider/perry.

Euromonitor International's Cider/Perry in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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