

# Cider/Perry in Italy

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## Abstracts

Cider/perry saw significant volume growth in Italy in 2023. Indeed, cider/perry was the only alcoholic drinks category to see a positive performance in volume terms in the Italian market in the final year of the review period. The small size of the category, which is still rather underdeveloped and with a relatively scarce presence in retail, meant that it was growing from a low base. In addition, cider benefited from the trend towards lighter drinking underpinned by the rise in consumer health...

Euromonitor International's Cider/Perry in Italy 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.

## Contents

Cider/Perry in Italy  
Euromonitor International  
June 2024

### **LIST OF CONTENTS AND TABLES**

CIDER/PERRY IN ITALY  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Cider registers positive performance in 2023  
Innovation drives sales  
Local brand retains lead, while e-commerce proves dynamic

### **PROSPECTS AND OPPORTUNITIES**

Cider to continue its development over the forecast period  
Premiumisation to boost sales of niche ciders  
Domestic offering to face changes

### **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 ITALY**

### **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  
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

DISCLAIMER

SOURCES

Summary 3 Research Sources

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