

Cider/Perry in Russia

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Abstracts

Total volume growth of cider/perry slowed in 2019, a reflection of high levels of price-sensitivity among the drink's core consumer base of younger consumers, which had witnessed slower growth in their disposable income levels in comparison with their more mature counterparts. This led to stronger interest in less expensive types of cider/perry, including the recently launched mass brand, Mister Lis by Heineken Pivovarnya. Sales in cider/perry remain dominated by apple cider, with perry maintain...

Euromonitor International's Cider/Perry in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 illustrate how the market is set to change.

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 RUSSIA

KEY DATA FINDINGS

2020 IMPACT

High levels of home consumption boost growth of cider/perry in 2020

Increasing consumer sophistication drives development

The leading players maintain their grip on cider/perry

RECOVERY AND OPPORTUNITIES

Ongoing strong growth for cider/perry

The health and wellness trend will support the development of non-alcoholic cider

The leading players will continue to perform well

CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2015-2020

Table 2 Sales of Cider/Perry: Total Value 2015-2020

Table 3 Sales of Cider/Perry: % Total Volume Growth 2015-2020

Table 4 Sales of Cider/Perry: % Total Value Growth 2015-2020

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2015-2020

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2015-2020

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2015-2020

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2015-2020

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2016-2020

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2016-2020

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2017-2020

Table 12 Forecast Sales of Cider/Perry: Total Volume 2020-2025

Table 13 Forecast Sales of Cider/Perry: Total Value 2020-2025

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2020-2025

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2020-2025

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2018-2025

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2018-2025

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales:
2018-2025

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales:
2018-2025

ALCOHOLIC DRINKS IN RUSSIA

EXECUTIVE SUMMARY

COVID-19 impact on alcoholic drinks

COVID-19 country impact

Company response

Retailing shift

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

Table 16 Number of On-trade Establishments by Type 2015-2020

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2020

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2015-2020

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2015-2020

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2015-2020

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2015-2020

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2015-2020

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2020

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2020

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2020

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2020

Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2016-2020

Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2015-2020

Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2020-2025

Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2020-2025

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth

2020-2025

Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth

2020-2025

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SOURCES

Summary 2 Research Sources

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