

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.

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