

# Cider/Perry in Taiwan

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## Abstracts

The local cider/perry landscape is relatively small compared to other alcohol subcategories, but it has observed modest growth recently. This is due to local consumers becoming increasingly interested in trying new kinds of alcohol and searching for unique flavour experiences. In addition, the increased availability of imported cider products, such as Somersby, has grown. Combined with the increased information about the product, this has given cider/perry a stronger boost in awareness. Increase...

Euromonitor International's Cider/Perry in Taiwan 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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