

Cider/Perry in Austria

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Abstracts

Similar to the overall alcoholic drinks market, cider/perry experienced a strong rebound in on-trade sales at the expense of off-trade sales in 2022, as the COVID-19 situation improved and consumer habits returned to normal. This resulted in substantial growth in overall volume sales, surpassing the 2019 levels, primarily driven by the popularity of conventional cider drinks. Notably, non alcoholic cider/perry was not observed in Austria at that time. However, despite the recovery in on-trade sa...

Euromonitor International's Cider/Perry in Austria 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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