Cider/Perry in the United Arab Emirates

Description: Cider/perry remained a niche alcoholic drinks category in the United Arab Emirates in 2015, with the bulk of volume sales through on-trade outlets. The category is geared towards British expatriates and tourists as cider is much less well-known among the people of other nationalities living in the country. British expatriates accounted for slightly over 1% of the total population of the United Arab Emirates in 2015 and this population group remains the main target audience for cider/perry.

The Cider/Perry in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), 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 2020 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.

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CIDER/PERRY IN THE UNITED ARAB EMIRATES

July 2016

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