Cider/Perry in Sweden

Description: Sales of dry cider continued to increase in 2015. Systembolaget sold 1.5 million litres of dry cider in 2014 and 1.6 million litres in 2015, equating to an increase of 7%. Total cider/perry volume sales, however, fell by 8% while Systembolaget’s sales dropped by 9%. Sweden is a mature market for sweet cider, while demand for speciality products, such as dry cider from countries like France and the UK, continues to grow. Dry cider particularly appeals to men, especially those migrating from beer.

The Cider/Perry in Sweden 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 SWEDEN

June 2016

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