Cider/Perry in Venezuela

Description: Cider/perry declined in total volume terms in 2016, with most of the sales being concentrated in the last quarter of the year as the highest demand occurred in the Christmas season. The consumption of cider fell due to a decrease in purchasing power, although it has a lower unit price than other sparkling wine, which is considered its main substitute.

The Cider/Perry in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), 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 2021 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 VENEZUELA

June 2017

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