



Euromonitor
International

Cider/Perry in Ukraine

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

A brighter outlook for cider/perry in 2023 after a challenging year in 2022
Competitive landscape in a state of flux as the market adjusts to the new reality
On-trade sales informing new product development for the retail channel

PROSPECTS AND OPPORTUNITIES

Cider/perry set to continue on an upward growth path despite signs of maturity
No/low alcohol trend expected to inform new product development as consumers focus on their long-term health
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DISCLAIMER

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