

Cider/Perry in Slovenia

June 2023

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Cider/Perry in Slovenia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider enjoys dynamic growth as tourism recovers

Carlsberg A/S dominates cider category with Somersby brand

Price inflation drives value growth in 2022

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Flavour innovations to underpin cider/perry sales performance

Smaller, local players to gain volume share

Discounters are fastest growing distribution channel

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