

Cider/Perry in China

July 2023

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Cider/Perry in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry grows in 2022 due to shifting consumer habits and pandemic influences Multinationals still dominate cider, with national brands untapped in 2022

PROSPECTS AND OPPORTUNITIES

Mindful drinking is captivating millennials, and generation Z of legal purchasing age Chinese cider expected to rise, with indigenous distilleries and innovative players

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Alcoholic Drinks in China - Industry Overview

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