

Cider/Perry in Chile

June 2024

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Cider/Perry in Chile - Category analysis

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2023 DEVELOPMENTS

Cider faces limited total volume growth in 2023
Cygan retains its leadership of cider in Chile
Chilean private and public sectors unveil initiatives to promote cider consumption

PROSPECTS AND OPPORTUNITIES

Cider set to experience solid growth in the forecast period, sustained mainly by the off-trade channel
The development of cider will hinge on the growing importance of flavoured products
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