

Cider/Perry in the United Arab Emirates

June 2024

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Cider/Perry in the United Arab Emirates - Category analysis

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2023 DEVELOPMENTS

Cider/perry is heavily promoted in December and January
Emergence of non alcoholic cider/perry in the United Arab Emirates
Cider/perry remains dominated by Strongbow in local market

PROSPECTS AND OPPORTUNITIES

Cider/perry is set to maintain healthy growth over the forecast period
Competitive landscape to become increasingly fragmented
Limited opportunities for further penetration of non alcoholic cider in local market

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