



Euromonitor
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Cider/Perry in the Czech Republic

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnating growth amid mounting competition from alternative low-alcohol options
Brand consolidation leads to duopolistic market structure
Discounters and e-commerce gain ground as cider distribution diversifies

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Low-alcohol preferences among younger adults to support non-alcoholic cider growth
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Flavour experimentation and events to drive innovation and consumer engagement

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Retail developments
On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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