

Cider - UK - January 2016

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“Positioning 750ml sharing bottles of ciders alongside wines on restaurant/pub menus should help to boost cider’s perceived sophistication and links to food-led drinking occasions.”

– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Cider can move into wine’s territory
- Can cloudy cider point the way back to growth for apple cider?
- Cross-category promotions can boost cider (and beer) sales
- Cider can compete with beer more effectively

Cider has been one of the best-performing drinks categories over the past decade, growing by 27% in value between 2010 and 2014 alone. While some apple cider brands have enjoyed a successful few years, much of this growth was – and continues to be – driven by fruit ciders such as Kopparberg and Rekorderlig. However, the past two years have been sobering for the category. A dip in volume sales in 2014 was followed up by a larger 20 million litre decline in 2015, while values fell into decline for the first time in over a decade last year, to stand at £3.1 billion.

Cider penetration remains high at 56%, only 7 percentage points less than beer. However, cider continues to lack sessionability and it remains a much smaller market than beer. The majority of NPD (New Product Development) continues to focus on flavoured variants, taking the category further away from its traditional roots. Cider sales are also likely to have been hampered by the market not effectively leveraging the ‘craft’ trend which has served beer so well in recent years.

As such, cider stands at something of a crossroads and it is unclear whether the category will regain momentum or fall back into its pre-2005 malaise. Mintel expects the market to post modest value growth in the coming years to reach £3.4 billion by 2020.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Covered in the report

Executive Summary

The market

Cider value sales dip into decline

The on-trade outperforms the off-trade

Figure 1: Forecast of UK value sales of cider, 2010-20

Companies, brands and innovation

Heineken leads in the retail cider market

Strongbow holds onto its lead despite the rise of fruit ciders

Mixed fortunes for fruit ciders

Figure 2: Retail value sales of the leading cider brands in the UK, 2014/15*

Cider adspend on the rise

Cloudy cider back on the NPD radar

The consumer

Cider penetration stands at 56%

Figure 3: Usage of types of cider, October 2015

Half of cider drinkers list apple as their favourite flavour/type

Cider becomes less seasonal

Supermarkets remain the most popular place to buy cider

Standard formats gain highest preference

Only 30% of cider drinkers are prepared to spend more than £4 per pint

Figure 4: Amount willing to spend on a pint of cider, October 2015

Strong interest in cloudy ciders and cider from different countries

Figure 5: Attitudes towards cider, October 2015

What we think

Issues and Insights

Cider can move into wine's territory

The facts

The implications

Can cloudy cider point the way back to growth for apple cider?

The facts

The implications

Cross-category promotions can boost cider (and beer) sales

The facts

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The implications

Cider can compete with beer more effectively

The facts

The implications

The Market – What You Need to Know

Cider struggles to regain momentum

The on-trade outperforms the off-trade

Alcoholic drink prices continue to rise

UK consumers continue to cut back on alcohol

Cider becoming more of an all-year-round drink

Market Size and Segmentation

Cider struggles to regain momentum

Figure 6: Total value sales of cider, at current and constant prices, 2010-20

Figure 7: Forecast of UK value sales of cider, 2010-20

The on-trade outperforms the off-trade

Fruit ciders continue to thrive

Figure 8: Value and volume sales of cider, by channel, 2010-15

Market Drivers

Alcoholic drink prices continue to rise

Figure 9: UK excise duty rates for selected alcoholic drinks, 2005-15

Cider enjoys a lower excise duty than beer

Fruit-flavoured ciders are taxed as made wines

UK consumers continue to cut back on alcohol

Government focus on healthy lifestyles

An embattled on-trade industry

Cider becoming more of an all-year-round drink

Figure 10: Hours of sunshine in the UK, by month, 2010-15

Cider appeals to both genders

Figure 11: Quantity of cider and made wine released for consumption in the UK, 2004/05-2014/15

Population changes could also impact the market

Key Players – What You Need to Know

Heineken leads in the retail cider market

Strongbow holds onto its lead

Mixed fortunes for fruit ciders

Cider adspend on the rise

Cloudy cider back on the NPD radar

Market Share

Heineken leads the retail cider market

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Figure 12: Leading manufacturers' shares of cider sales in the UK off-trade, 2014/15*

Strongbow holds onto its lead despite the rise of fruit ciders

Figure 13: Retail value sales of the leading cider brands in the UK, 2012/13-2014/15

Traditional apple cider brands still strong

Magners and Frosty Jack's continue to see sales slide

Brand Communication and Promotion

Cider adspend on the rise

Heineken continues to be the big spender on cider advertising

Figure 14: Recorded above-the-line, online display and direct mail total advertising expenditure on cider, by company, 2011-15

Figure 15: Recorded above-the-line, online display and direct mail total advertising expenditure on cider, by brand, 2011-15

Other selected brand campaigns

Beer brands pitch for premium image

Traditional cider brands focus on quality

Kopparberg continues pop-up festival

Outdoor becoming more popular for cider advertisers at TV's expense

Launch Activity and Innovation

A return to cloudy cider

Flavour innovation remains popular

More brands look to forge a premium image

New entrants innovate with provenance

Brand Research

What you need to know

Brand map

Figure 16: Attitudes towards and usage of selected cider brands, November 2015

Key brand metrics

Figure 17: Key metrics for selected cider brands, November 2015

Brand attitudes: Strongbow seen as a good value option

Figure 18: Attitudes, by cider brand, November 2015

Brand personality – Kopparberg and Magners share an upbeat brand image

Figure 19: Brand personality – Macro image, November 2015

Westons associated with tradition and authenticity

Figure 20: Brand personality – Micro image, November 2015

Brand analysis

Kopparberg strongly appeals to 18-24s

Figure 21: User profile of Kopparberg, November 2015

Magners has an all-round image

Figure 22: User profile of Magners, November 2015

Westons is associated with tradition, but struggles to connect with young groups

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: User profile of Westons, November 2015

Stella Cidre is thought of as stylish and sophisticated

Figure 24: User profile of Stella Cidre, November 2015

Carling Cider reaches equal awareness to Kopparberg

Figure 25: User profile of Carling Cider, November 2015

Strongbow noted for value but has lower recommendation

Figure 26: User profile of Strongbow, November 2015

The Consumer – What You Need to Know

Cider penetration stands at 56%

Half of cider drinkers list apple as their favourite flavour/type

Cider becomes less seasonal

Supermarkets remain the most popular place to buy cider

Standard formats gain highest preference

Only 30% of cider drinkers are prepared to spend more than £4 per pint

Strong interest in cloudy ciders and cider from different countries

Cider can tap into the craft trend

Usage of Cider

Cider penetration stands at 56%

Figure 27: Usage of beer and cider, by age, October 2015

Apple is still core to the market

Figure 28: Usage of types of cider, October 2015

Ciders made by large and small producers

Usage of other types of cider remains niche

A third of adults drink one or two types of cider

Figure 29: Repertoire of usage of types of cider, October 2015

Favourite Types of Cider

Half of cider drinkers list apple as their favourite flavour/type...

Figure 30: Favourite flavours/types of cider, October 2015

...while 24% identify fruit ciders as their favourite

Cider and Seasonality

Over-ice serve has linked cider to summer

Figure 31: Frequency of drinking cider, by season, October 2015

Selected quotes about cider and seasonality

Locations for Buying Cider

Supermarkets remain the most popular place to buy cider

Figure 32: Locations for buying cider, October 2015

Online opportunities?

On-trade purchasing venues

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Preferred Packaging Formats

Standard formats gain highest preference

Figure 33: Preferred packaging formats for cider, October 2015

Opportunities for smaller formats

Larger formats only gain limited preference

On-trade Spending on Cider

Only 18% of cider drinkers would spend less than £3 per pint

Nearly half of drinkers would spend £3 or more

Figure 34: Amount cider drinkers are willing to spend on a pint of cider, October 2015

Half of drinkers expect a half pint for less than £2

£2-2.49 can be a lucrative bracket for half pints

Figure 35: Amount cider drinkers are willing to spend on a half pint of cider, October 2015

Attitudes towards Cider

Strong interest in cider from different countries

Figure 36: Attitudes towards cider, October 2015

Cloudy cider has wide appeal

Can cider leverage a craft positioning?

Interest in details of how cider is made

Concerns about ingredients

Scope to cut out the middleman

Promoting cider and food matching

Building a sophisticated image

Appendix – Data Sources and Abbreviations

Data sources

Abbreviations

Fan chart forecast

Brand research

Brand map

Appendix – Market Size and Segmentation

Figure 37: Best- and worst-case forecasts for the total cider market, by value, 2015-20

Appendix – Market Share

Figure 38: Manufacturers' shares of cider sales in the UK off-trade, 2014/15*

Figure 39: Retail volume sales of the leading cider brands in the UK, 2012/13-2014/15

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