

Cider - UK - February 2012

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“Consumer research shows that drinkers like one or two ciders but view it as too sweet to drink all night. However, there are a number of ways around this: promoting dry ciders alongside sweeter variants and smaller, more concentrated serves.”

– Jonny Forsyth, Senior Drinks Analyst



In this report we answer the key questions:

- Can cider become the new lager?
- How can cider increase its frequency of sales?
- What is the biggest growth opportunity for cider in the next couple of years?
- What are the major challenges to cider’s continued growth?

Definition

All ciders are included within the definition of this report: low-alcohol to super-strength; draught and packaged cider and flavoured ciders; still and sparkling ciders.

Virtually all British ciders are made from apples which originate in Herefordshire, Somerset and Suffolk and there are around 350 different known varieties. Just under half (45%) of all apples grown in the UK are used in cider manufacture, although this is still insufficient to meet the demands of cider makers who have to rely on imports of apple juice to make up the difference. The NACM Code of Practice states that the alcohol content of cider must be greater than 1.2% ABV but less than 8.5% ABV; products in excess of 8.5% ABV are classified as apple wine.

Perry and pear cider are both included in this report. Whilst it is recognised that perry refers to a drink made using fermented pear juice, this term is used to describe light perries that are sold as wine-style drinks. Perries that are sold alongside ciders are referred to, for the purposes of this report, with the more literal term pear cider.

Flavoured ciders refer to those ciders that are marketed as ciders but contain other or mixed fruit other than pear or apple. Examples include brands Jacques, Kopparberg Mixed Fruit and Brothers Strawberry and Mixed Pear Cider.

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