

Cider - UK - January 2013

Report Price: £1750 / \$2834 / €2204

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“Cider producers should be looking to build value into their products to justify a higher price, with purity, limited/special editions and single origins/batches the best ways of encouraging drinkers to trade up.”

– Chris Wisson, Senior Drinks Analyst

In this report we answer the key questions:

- How can cider brands leverage product origin more effectively?
- How can fruit-flavoured cider win over older users?
- How much potential is there for boxed cider?
- How can cider improve on areas of weakness in its image?

While many drinks markets are struggling to grow in real terms and are also hampered by the government’s tax escalator, cider is one of the anomalous success stories showing volume growth. Usage of cider has flourished in recent years as the market has improved its image, with strong growth at the premium tier.

Cider operators are also in the envious position of enjoying a comparatively lenient taxation, something which should help brands to keep prices under control. The launch of Stella Cidre has been credited with bringing new users into the market; indeed this transference of a beer brand into the cider market may be a sign of things to come as the markets move closer to one another.

The success of cider looks set to continue in the coming years, with new producers continuing to gather momentum and strong consumer demand leading to a better range of ciders in both the on- and off-trade sales channels.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100