

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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