Cider - UK - January 2018

Report Price: £1995.00 | $2693.85 | €2245.17

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

"Smaller servings are a promising means for cider companies to attract custom in both the off- and on-trade. These should appeal to the health-conscious through lower alcohol units and calories, and also financially through a lower item price. This latter is arguably especially needed given the pressure on household incomes."
– Alice Baker, Research Analyst

This report looks at the following areas:

- **More detailed in-store grouping would be welcomed by many**
- **Smaller servings appeal in both the off- and on-trade**
- **Consumer sugar concerns present both a challenge and an opportunity**

Estimated at £3.4 billion in 2017, the total UK cider market grew by 16% over 2012-17, driven primarily by inflation. Inflation is anticipated to continue to fuel value growth going forward, while the ageing UK population and health concerns around sugar will impede volume sales growth. Consequently, cider value sales are projected to rise by 15.8% and volumes by 4.2% over 2017-22.

Half (52%) of UK adults drink cider of some type. The view of cider as a good value alcoholic drink choice, held by 69% of cider drinkers/buyers, should help to cushion the market amid the current squeeze on household incomes. Smaller cans/bottles appeal widely, being seen as a good way to control the amount you drink by 56% of cider users/buyers. More guidance in store is also wanted by many; three quarters (76%) of drinkers/buyers would like ciders to be grouped in-store by their flavour profile.

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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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