

Cider - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“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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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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The facts

The implications

Consumer sugar concerns present both a challenge and an opportunity

The facts

The implications

The Market – What You Need to Know

Inflation is the primary driver of cider value sales growth in 2012-17

Inflation and limited volume sales expected for 2017-22

Summer weather boosts sales in the off- and on-trade in 2017

UK government adds to financial pressure on companies

Health organisations warn of the dangers of alcohol

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Strongbow remains the retail market leader, but loses volume sales

Smaller formats and premiumisation trends continue in 2017

More crossover brands enter the cider category

Advertising spend on cider falls in 2016

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Heineken remains the leading advertiser in 2016/17
Strongbow has the highest usage, but Kopparberg is most trusted brand

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Further growth in flavoured ciders

More crossover brands enter the cider category

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Old Mout continues its focus on adventure...

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Thatchers emphasizes its perfectionism

Farm footage used to project image of transparency

Kopparberg continues the 'Fånga Dagen' campaign

Music events continue enjoyment focus while also highlighting socially responsible credentials

Social media campaign throws the spotlight on its hometown

Nielsen Ad Intel coverage

Brand Research

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Half of UK adults drink cider

Ageing population to impede market growth

At home cider usage prevails over the on-trade

Retailer tactics underpin low brand loyalty

Three quarters of drinkers/buyers want ciders to be grouped in-store by flavour profile

Widely-held view of cider as good value should help to cushion the market against cutbacks

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Half of UK adults drink cider

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Usage Occasions for Cider

At home cider usage prevails over the on-trade

Smaller servings of cider in the on-trade appeal to many

'Cider lists' on menus allow venues to showcase their cider selection

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Dish-matching suggestions on labels would encourage drinking as meal accompaniment

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Little sign of flavour fatigue among cider buyers

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Forecast methodology

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