

Cider – UK – February 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on the cider market.
- Types and variants of cider drunk.
- Launch activity in 2020 and future product development opportunities.
- Interest in cider concepts.
- Consumer behaviours and attitudes related to cider.

Cider brands can harness feelings of patriotism, with 72% of cider drinkers agreeing it is important to support British cider brands. This demonstrates the strength of feeling that consumers hold towards supporting British producers. However, the prevalence of British brands makes it difficult for brands to set themselves apart on this aspect. Clearly emphasising their use of British produce and their British heritage should win favour.

Cider sales are estimated to fall by 8.5% by volume and 27.8% by value in 2020, to stand at 811 million litres and £2.5 billion. Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they've been able to operate. While some of this spend has shifted to retail, many occasions have been lost. Although the January 2021 lockdowns will slow the recovery of the market, the long-term prospects are positive, the market expected to rebound in 2021 as lockdowns are eased in the spring, a positive trend that will continue over 2021-25.

The moderation trend poses a threat to alcohol, including cider. However, that 35% of cider drinkers agree there aren't enough low/non-alcoholic versions of cider available points to potential for the market to keep drinkers on side and provides an incentive for cider makers to continue to innovate through these versions. Such healthier variants are needed to stem any switching away, with 52% of cider drinkers saying health concerns would make them cut back on the amount of cider they drink.



“Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they've been able to operate. While some of this spend has shifted to retail, many occasions have been lost. However, there are positives; the flavoured trend continues through the latest spate of apple-based rosé launches.” – Amy Price, Senior Food and Drink

Analyst
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The fruit-flavoured trend has served to revitalise cider since it emerged over a decade ago. The latest spate of rosé launches, though typically apple-based rather than flavoured, continue this theme of flavour variety. Yet there is demand for even more unique flavours, with 42% of cider drinkers expressing interest. Offering unique flavours in smaller formats should appeal, with 61% of cider drinkers saying cider in smaller bottles would encourage them to experiment with different flavours.

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- **Ingredients come under scrutiny**

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