

Cider - UK - January 2014

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"There are strong signs of longevity in the flavoured cider segment and, with 49% of cider drinkers being interested in flavoured ciders with unusual ingredients, new flavours could help it to retain momentum."

– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- How could possible tax and pricing changes influence the cider market?
- Where can flavoured cider go next?
- How can cider continue to develop its all-year-round image?
- How can perry assert itself within the cider market?

Cider is still a relatively small market in the alcoholic drinks landscape, but is in the enviable position of being one in the ascendancy. Cider's close associations with refreshment meant that the warm summer of 2013 buoyed sales in the off-trade, although the market is now looking to position cider as a drink which is suitable all year round.

Three in five adults now drink cider and while apple continues to dominate sales, the market is evolving beyond this and pear into flavoured ciders. Fruit-flavoured ciders continue to drive growth, with brands such as Kopparberg and Rekorderlig posting strong sales. 2013 also saw the market leader, Strongbow, move beyond apple and pear with the Dark Fruit variant, a move which has helped it to retain market share.

While volume sales in the market are posting only modest growth, value sales continue to grow as rising prices and the growing popularity of premium ciders are expected to boost the value of the market.

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