

# Cider - UK - February 2020

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## This report looks at the following areas:

Meanwhile, lower- and non-alcoholic variants have made strong inroads in the beer market and may provide more opportunities for cider brands in the coming years, particularly considering the health orientation of the ageing population.

- Could hard seltzers steal share from flavoured cider?
- Thatchers Zero should build further momentum for low/no-alcohol cider
- Premium ciders continue to offer opportunities



“Promoting craft-style cues such as authenticity, heritage and high juice content may help cider to retain interest among drinkers looking for quality over quantity.”

– Richard Caines, Senior Food & Drink Analyst

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- Thatchers Zero should build further momentum for low/no-alcohol cider
- The facts
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## THE MARKET – WHAT YOU NEED TO KNOW

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- **Heineken retains a third of the retail market**
- **Further activity in flavoured ciders**
- **Thatchers leads on advertising spend in 2019**
- **2019 sees experiential and experimental campaigns**

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