

Cider – UK – 2023

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This report looks at the following areas:

- The impact of the cost-of-living crisis on sales of cider in the on- and off-trade.
- Shifts in channels as short-term and long-term consequences of the COVID-19 pandemic.
- Trends in launch activity in the cider category, and opportunities for further innovation.
- Barriers to drinking cider, including alcohol reduction and differing taste preferences.
- Methods by which brands can expand the range of usage occasions for cider.
- Consumer attitudes towards sustainability in relation to cider.

Ciders made with historical recipes appeal to 31% of drinkers. Calling out use of heirloom apple varieties should help brands to appeal to shoppers' historical interest while tapping into the widespread consumer desire to know more about how apple varieties influence the flavour of cider. Use of rare, heritage apple varieties can also appeal on ethical grounds as supporting biodiversity.

The cost-of-living crisis pushed down off-trade volume sales of cider in 2022, also ensuring that on-trade volume sales remain short of their pre-pandemic levels. However, cider's relatively low price allowed it to perform better than other alcoholic drinks such as beer and spirits. Ongoing pressures on household incomes are likely to continue to hinder cider volume sales in both the on- and off-trade in 2023.

The bias in cider usage towards younger adults means it will lose out to the projected decline in the population of 20–34s. Further NPD in and more visibility of less sweet variants should help brands to retain users in the category longer, over-45s being more likely to cite over-sweetness as a put-off for cider. Ciders made with 'wonky' fruit also hold particular appeal to over-45s.



"The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population."

– Alice Baker, Senior Food & Drink Research Analyst

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Raising consumer awareness of cider's suitability for cocktails should help cider to find new usage occasions, specifically by driving associations with at-home socialising. These sorts of marketing messages would also be timely, capitalising on more people socialising at home in 2023-24 due to constraints on their finances. Ideas for cocktails using cider appeal to 51% of drinkers, rising to 66% among 18-34s.

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