

## Cider - UK - January 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

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“Interest in authenticity can be further mined by brands by providing more information about the ingredients and processes used by their skilled cider makers. Importantly, it needs to be spelled out how these factors contribute to products’ signature taste profile, highlighting the flavour as inimitable.”

– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Still scope for flavour innovation to engage, but it needs to be different
- Cider makers should react to consumers’ thirst for knowledge, particularly those boasting traditional methods
- With many consumers cutting back on alcohol, innovation in smaller formats is timely

The phenomenal growth of the cider market over the decade to 2013 – despite decline in overall alcohol consumption – could not go on indefinitely. Marking the third year of consecutive decline, volume sales of cider fell year on year in 2016. Meanwhile, a small increase in average selling prices saw value sales edge upwards.

However, this rather uninspiring performance masks the growth seen in the off-trade, and rapid growth from a number of brands in this channel. World fruit cider brands Kopparberg, Rekorderlig and Old Mout continue to go from strength to strength, while English heritage brands Henry Westons and Thatchers are also star performers.

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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 Market – What You Need to Know

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Refreshment is fundamental to the enjoyment of cider

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