

Cider - UK - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Barrel-aged ciders appeal particularly to over-55s, making these variants a promising means for companies to maintain engagement among older consumers. As well as tapping into quality associations around longer ageing, these products would also offer a less sweet flavour profile, which is likely to be particularly welcome to older people."

- Alice Baker, Research Analyst

This report looks at the following areas:

- Barrel-aged ciders can help companies to engage older consumers
- Multiple avenues to explore to boost usage of craft ciders
- A stronger focus on ingredient varieties would boost perry

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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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A stronger focus on ingredient varieties would boost perry

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The Market – What You Need to Know

2018 heatwave boosts cider

Inflation and weak volume sales projected for 2018-23

On-trade leads on value sales, but off-trade dominates volumes

Freeze on alcohol duties offers relief to manufacturers, but higher duties imposed on high-strength variants

Health organisations warn of the dangers of alcohol

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Hot summer of 2018 boosts cider

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Multiple factors affect cider prices

Freeze on alcohol duties offers relief to manufacturers but extra duties loom for higher-strength ciders

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Hot summer of 2018 boosts cider sales

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Strongbow grows sales in buoyant cider market

Further activity in flavoured ciders

Rosé cider blurs the boundaries with wine

Advertising spend falls in 2017

Strongbow continues music links and targets Freshers' Week

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Strongbow grows sales in buoyant cider market

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Heineken continues to concentrate on Strongbow

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...and gives out free ice creams based on its Dark Fruit variants

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Freshers' Week campaign targets young adults
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Stowford Press emphasises local sourcing
Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Over half of adults drink cider
Moderating alcohol intake is the primary reason for not drinking cider
Barrel-aged and spiced ciders attract interest
Seven in 10 drinkers would opt for a soft drink over a low-alcohol cider
Many drinkers are open towards trading up

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Interest in Innovation in Cider and Cider-Based Drinks

Barrel-aged ciders appeal particularly to over-55s

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Multiple opportunities to boost craft cider usage

Local sourcing is strongly associated with craft

Craft ciders are widely seen as having better quality ingredients than standard ones

Over a third of users/buyers see ciders produced on a small scale as better quality

Consumer concerns about ciders with high alcohol content hinder craft products

Cider subscription services appeal strongly to under-35s

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