

Cider/Perry in Germany

July 2024

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Cider/Perry in Germany - Category analysis

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2023 DEVELOPMENTS

Cider/perry continues to build its consumer base but remains a seasonal product
Flavour innovation, natural ingredients and authenticity help establish category
International brands remain dominant

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Growth potential remains solid despite competition from other types of drinks
Versatility of cider/perry set to help target a wider audience
Premium attributes offer various differentiation strategies

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