

Cider/Perry in the Netherlands

June 2024

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Cider/Perry in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider faces ongoing decline in the Netherlands
Demand for cider is low and there is little marketing and promotion
Non-alcoholic cider outperforms regular cider

PROSPECTS AND OPPORTUNITIES

No major investment expected for cider in the coming years
Category in danger of collapse of distribution
High quality niche brands may still do well, despite a gloomy outlook for the category overall

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