



Cider/Perry in China

June 2024

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Cider/Perry in China - Category analysis

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2023 DEVELOPMENTS

Cider/perry maintains high growth in 2023, benefiting from the popularity of low alcohol beverages
Somersby experiences rapid growth and takes the leading position in cider/perry

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Cider/perry is expected to maintain its high growth rates, although the category faces significant competitive pressure
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