



Cider/Perry in France

June 2024

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Cider/Perry in France - Category analysis

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2023 DEVELOPMENTS

Cider/perry sees a more stable performance despite declining sales
On-trade sales continue on the path to recovery despite challenges
Innovation and food pairing is back as competition remains highly consolidated

PROSPECTS AND OPPORTUNITIES

New clouds over the apple yards
New players could help to rejuvenate the image of cider in France
Still some hope for cider/perry but greater investment will be needed

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