



# Cider/Perry: Tradition and Transformation

March 2022

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Scope

Key findings

Macroeconomic backdrop adds to cider's challenges

Varied traditions illustrate cider's extensive history

Brewers have historically looked to cider for diversification

Consumer indifference presents an obstacle to growth

UK: Draught developments and a need for at-home appeal

US: Angry Orchard steers performance

Engagement through e-commerce and education

Hybrid drinks capitalise on cider's position between categories

Artisanal cider: Natural potential?

Old vs new in craft branding

Low-calorie launches: Less is more?

Sugar levels could hinder non-alcoholic cider's progress

Conclusion: What can cider learn from other categories?

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