

# Cider/Perry in Italy

June 2023

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## Cider/Perry in Italy - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Cider/perry benefits from natural image in 2022

Increasing visibility for cider on-trade

Non-alcoholic cider enters the market

## PROSPECTS AND OPPORTUNITIES

Increasing availability and awareness set to benefit sales of cider/perry over the forecast period

On-trade sales set to rise sharply as interest and awareness grows

Non-alcoholic cider/perry set for further gains over the forecast period as consumers go in search of healthier drinks options

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