

# Cider/Perry in Finland

June 2023

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# Cider/Perry in Finland - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Positioning cider as a meal accompaniment Expansion of rosé ciders Diverse flavours and limited editions

# PROSPECTS AND OPPORTUNITIES

Rise of non-alcoholic ciders Focus on authenticity and natural ingredients Sustainability and social responsibility will remain key

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# Alcoholic Drinks in Finland - Industry Overview

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