

# Cider/Perry in the United Kingdom

June 2023

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## Cider/Perry in the United Kingdom - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

On-trade records another dynamic performance in 2022

Change among the top players

Heineken launches first low-calorie cider

## PROSPECTS AND OPPORTUNITIES

Innovation expected to inspire lost momentum for cider

Growth for non-alcoholic cider/perry to continue over forecast period

Some consumers expected to return to off-trade amid high cost of living

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# Alcoholic Drinks in the United Kingdom - Industry Overview

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Retailing developments

On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Smoking ban

Opening hours

On-trade establishments

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