

Cider/Perry: Tradition and Transformation

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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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