

## **Cider - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Cider Market size is estimated at 1.63 Billion liters in 2024, and is expected to reach 2.13 Billion liters by 2029, growing at a CAGR of 5.37% during the forecast period (2024-2029).

#### Key Highlights

- Factors, such as increasing demand for alcoholic beverages, rising income of consumers, and the number of associations focused on disseminating information about different beverages, are expected to drive the cider market's growth.
- Companies in the market are observed to come up with new product innovations in terms of flavor and sophistication. For instance, in March 2019, Diageo launched Rockshore Apple Cider, in the group's attempt to gain a foothold in the Irish cider market.
- However, awareness about cider remains negligible across much of the world, especially in Asia, thereby presenting a major opportunity for producers, many of which are working to widen their international presence and raise product awareness across markets.

#### Cider Market Trends

##### Surge in Demand for Gluten-Free Alcoholic Beverages

A growing number of alcohol consumers prefer cider over a beer as it is gluten-free, and often sweeter and more refreshing than beer during summer. Various cider manufacturers such as ACE Cider and Crispin Cider Co. claim that most of their cider are naturally gluten-free because cider comes directly from apples which contain zero gluten. Rising instances of gluten-intolerance,

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associated with celiac disease and increase in knowledge of consuming quality food and beverage is propelling the demand for gluten-free products. Additionally, gluten-free beverages are believed to improve cholesterol levels and promote digestive health. Thus, consumers are inclined towards natural and nutrient-based drinks, which provide health benefits and immunization. Health attributes are particularly important to develop countries, in which consumers are willing to pay a premium price for more health benefits in a product. Thus, with rising instances of celiac disease and increasing demand for gluten-free products, the demand for cider is expected to rise as a suitable gluten-free alternative to beer.

#### Strategic Investments in Terms of Expanding Geographical Reach

Europe, particularly the United Kingdom, is a prominent market for cider, with cider being one of the most popular alcoholic beverages consumed. However, some of the markets having a large scope of expansion include Asia-Pacific, due to low penetration and North America, due to emerging market players. In the United States, cider is often positioned as an alternative to beer. However, the cider market is not as developed and has a great opportunity to develop due to the high average alcohol consumption rates in the U.S. Moreover, it is gluten-free beverage, and thus, it is expected to grow steadily in the country, due to the growing demand from gluten avoiding consumers.

#### Cider Industry Overview

The Global cider market is fragmented, due to the presence of numerous regional and global players. Key players, such as Heinken N.V., Carlsberg Breweries A/S, C&C Group Plc are using product innovation as a key strategy to expand their product portfolio and increase their market shares. For instance, in 2017, Heinken N.V. added artisanal blends cider made from three varieties of heirloom cider apples to its Strongbow range of products. This product innovation helped the company to expand its product portfolio. The key players are also embarking on expansions and mergers and acquisitions as one of their key strategies to achieve consolidation and optimize their offerings. Moreover, these players merge with local players to gain dominance in the local markets.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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