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Cider/Perry in the United Kingdom

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales fall in cider/perry in 2024
Heineken leads as cider sees diversification with low and no alcohol options
Balancing value and premiumisation

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Cider/perry faces uncertain future in the UK
Non alcoholic cider set to drive category innovation
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Alcoholic Drinks in the United Kingdom - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

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DISCLAIMER

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