



Euromonitor
International

Cider/Perry in Australia

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Cider/Perry in Australia - Category analysis

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2024 DEVELOPMENTS

Cider/perry shows modest growth despite competition from RTDs increases

CUB holds the majority market share in Australian Cider and Perry

Physical stores are undergoing

PROSPECTS AND OPPORTUNITIES

A brighter outlook for cider/perry as players respond to changing market demands

Locally produced cider presents potential growth opportunities

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