

Cider/Perry in the US

June 2025

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Cider/Perry in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider's growth honeymoon ends as market maturation reveals winners and losers in increasingly competitive landscape

Market leader loses share to fragmented craft segment despite margin pressures forcing regional closures

E-commerce growth provides lifeline for craft brands struggling with shelf competition

PROSPECTS AND OPPORTUNITIES

Continued market contraction set to accelerate consolidation, while imperial format innovation has potential to generate value Terroir-driven regional authentication becomes competitive advantage as educated consumer base seeks premium expeirences Packaging innovation a critical differentiator as sustainable aluminium formats challenge traditional glass

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Alcoholic Drinks in the US - Industry Overview

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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