



Euromonitor  
International

# Cider/Perry in the United Arab Emirates

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## Cider/Perry in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Non-alcoholic cider/perry sees stronger growth from a low base

Strongbow fuels growth in cider/perry

Drinks specialists dominate off-trade sales, but the on-trade dominates

#### PROSPECTS AND OPPORTUNITIES

Cider/perry set to remain a niche category, with some upsides

Greater fragmentation expected as flavour variety expands to attract consumers

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