



Euromonitor
International

Cider/Perry in China

June 2025

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2024 DEVELOPMENTS

Surge in cider/perry due to flavour appeal and emerging brands
Somersby's marketing strategies propel category growth
Convenience retailers lead cider distribution in 2024

PROSPECTS AND OPPORTUNITIES

Regular cider is expected to witness robust growth in 2025
Retail e-commerce will continue to be the driving force in growth
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Alcoholic Drinks in China - Industry Overview

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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