



Euromonitor  
International

# Cider/Perry in Italy

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Innovation and increasing distribution boosts sales of cider/perry in 2024  
Melchiori remains on top but loses share to premium products  
Hypermarkets lose share amid increasing competition from retail e-commerce

### PROSPECTS AND OPPORTUNITIES

Increasing availability set to drive sales of cider/perry over the forecast period  
Distribution set to expand across most channels as demand increases  
Cider/perry expected to win share at the expenses of beer in the on-trade channel

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Retail developments  
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Advertising  
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Opening hours  
On-trade establishments

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