



Euromonitor
International

Cider/Perry in Australia

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Cider/Perry in Australia - Category analysis

KEY DATA FINDINGS

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
Growth expected in craft cider/perry and new non-alcoholic options

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Alcoholic Drinks in Australia - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

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DISCLAIMER

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