



WESTONS  
CIDER  
REPORT  
2019



A note from **HELEN THOMAS, MD of Westons Cider & 4th Generation Westons Family Member**

Hello and welcome to the latest edition of the Westons Cider Report, our annual overview of the cider marketplace.

As you can see from the statistics on the opposite page, we often underestimate how big cider is and how important the cider industry is to the UK economy and many rural communities across the UK.

As I write, the final destination of Brexit remains unknown, Brexit will inevitably have an effect on the future direction of cider and the UK's influence within the fast-growing global cider industry and marketplace. As producers and suppliers we need to ensure we are agile enough to respond to these challenges and optimise any opportunities.

To this end, I hope the trends, challenges and opportunities highlighted in this edition of the Westons Cider Report will go some way to helping us all shape the future of cider and continue the sustained growth cider has enjoyed for some time.



*The theme*

**RICHARD YARNELL**, Category Manager Beer & Cider at Mitchells & Butlers offers a challenge to the cider industry to innovate.

I think cider as a category is generally in a healthy place right now, but it is not without its challenges, possibly the two largest challenges facing cider are the ability to innovate within the current duty regime, and the need to find a way to help consumers navigate their way through the category.

If I compare to beer or wine, cider doesn't have that same level of widespread consumer understanding and sense of adventure across the category. Consumers are happy to navigate between chardonnay, pinot grigio and sauvignon blanc, or between different beer styles such as lager, IPA and stout, however most would struggle to talk about cider beyond the type of flavours they like, or how sweet they like it.

The cider industry needs to work together to develop and create a common language that makes the category simple to educate and navigate for consumers, especially those looking to explore and experiment, this will then create room for growth and innovation.

If we look to craft beer or cider in the USA the innovation is almost limitless - hopped ciders, rose cider, higher ABVs, ice cider, cider/beer hybrids and so on. I think for the category it is important to push the boundaries and keep the consumers who have entered the category over the last few years engaged and excited.

There's also the opportunity for innovation when it comes to the serve. Taking a sideways glance at categories such as wine, spirits and cocktails around glassware, dispense and finished drink serve, there's certainly space to create memorable drinking experiences.

Provenance, heritage and history are all relevant and important to modern day consumers, and it's great to tell these stories, but if they can be told in such a way that consumers can easily share through social media, there's no reason cider can't reach these new audiences and win over new fans.

**822 MILLION LITRES**

THE UK DRINKS 822 MILLION LITRES OF CIDER A YEAR, AN INCREASE OF 22 MILLION LITRES ON 2018. THAT'S ENOUGH TO FILL 329 OLYMPIC SWIMMING POOLS

**£3.1 BILLION**

CIDER IS NOW WORTH £3.1 BILLION IN THE UK, AN INCREASE OF 4% YEAR ON YEAR

THIS MAKES THE UK CIDER INDUSTRY...

**2.4**  
TIMES BIGGER THAN THE UK RECORDED MUSIC INDUSTRY

MORE THAN **TWICE** THE SIZE OF THE UK CYCLING MARKET

**3**  
TIMES BIGGER THAN THE UK SEA FISHING INDUSTRY



**ON TRADE VS OFF TRADE**

**CIDER VALUE SHARE**



AVERAGE PUB SELLS 5157 PINTS OF DRAUGHT CIDER & 1479 BOTTLES OF CIDER

**CIDER VOLUME SHARE**



AVERAGE OFF TRADE CIDER SHOPPER BUYS 33 LITRES OF CIDER A YEAR

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Westons Cider would like to thank the following contributors to the Westons Cider Report 2019

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Data Sources:  
CGA On Premise Management Service, P13 2018  
IRI - Data 52 weeks to 2nd February 2019  
Kantar Worldpanel, Purchase data 52 weeks to 30th December 2018  
Kantar WorldPanel Alcovision, Cider, 52 w/e 31st December 2018  
Cambridge Market Research September 2018  
Mintel 2017  
BPI Official UK Recorded Music Market Report for 2017

CGA Business Leaders Survey 2018  
CGA Influencers Report 2018  
IGD Shopper Vista 2018  
<https://www.gov.uk/government/organisations/marine-management-organisation> September 2018  
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We've asked some notable voices in the drinks industry where, in their opinion,

cider's opportunities and challenges lie in the coming year.



**ED BEDINGTON**  
EDITOR  
THE MORNING  
ADVERTISER

Cider as a category seems to be in something of a slumber at the moment. Dominated at one end by the large players, and with lots of small artisanal producers at the other, the middle ground remains somewhat underpopulated, and represents an opportunity for innovative and forward thinking producers, as we've seen in the craft beer sector.

Craft cider as a concept appears to have lagged behind the beer movement, perhaps because the cider category has never lacked for small artisanal producers, but I would suggest there's an opportunity for those guys to step up onto a bigger stage and bring the cider category into exciting new territory.

We've seen an explosion of interest in crafted products, from gin to beer, and cider should be no exception. Consumers are looking for new products with authenticity, and cider has a great story to tell in this area, and it's one the sector should seize with both hands.



**HANNAH JOHNSON**  
CIDER BUYER  
MARSTON'S

The future trends within the cider category are very much linked to the industry trends that we are seeing. The demand from younger consumers towards tradition and heritage will see movement from more sugary cider products back towards more traditional ciders.

The over-ice serve for bottled cider has already started to shift and the increase in draught is directly linked to this. I believe we will also see more demand from consumers to offer cider in a wider variety of serve sizes that link again to the health conscious customers as well as the demand for more variations in flavours as the consumers palate develops. I believe that cider cocktails will benefit from the success of the spirit category growth and will become part of drinks menus moving forwards.



**GABE COOK**  
CIDEROLOGIST

As ever, cider remains in a state of flux. The market is constantly changing and evolving. It is precisely because of this dynamism that any projection of long term growth must be taken with the largest lump of rock salt one can find. We can look at the 'premium over-ice', 'pear cider' and 'cloudy' trends that have risen and fallen to varying degrees over the course of the last decade as indicative of this uncertainty.

I think we will see a few changes to cider this year: Flavoured ciders' growth will start to slow as health conscious and trend seeking millennials trade out; 'apple' ciders from independent producers will see growth as consumers increasingly seek authenticity and provenance; and the first wave of 'Craft Keg' ciders from small independent producers will be available in Free Houses, trying to entice craft beer drinkers over to the cider side of things.

The key for cider's longer-term health will not be a greater volume of consumption per pre-existing cider drinker, but trying to tap into the majority of people who never drink cider.



**TOM MALLETT**  
CONSUMER INSIGHT DIRECTOR - ALCOHOL  
KANTAR WORLDPANEL

The growth in popularity of cider has been one of the largest success stories in alcohol in recent memory. Flavoured cider has been a key driver of this success and has defied those that deemed it a passing fad: 33% of households now buy flavoured cider, versus 28.6% for apple.

Looking forward, cider may not always be able to rely on flavoured propositions for growth: innovation elsewhere in alcohol, namely flavoured gins, will inevitably increase the pressure on flavoured cider. In order to continue growing in this changing landscape, cider manufacturers must ensure that they are continually meeting consumers' evolving needs across key areas such as occasion, serve, ABV, and format.

**FENELLA TYLER**  
CHIEF EXECUTIVE  
NATIONAL ASSOCIATION OF CIDER MAKERS

We are expecting to see the great developments in cider seen in recent years continue. The category is more diverse with a greater range of pack formats, a much better draught offering and excellent innovation in new styles, providing a great selection of cider for a wide range of consumers. We have seen more new cider makers in recent years and the geographic spread of cider making has expanded beyond our traditional heartland. This is great news for the industry and for cider drinkers for 2019 and beyond.

As I write this, Brexit remains unresolved and the political landscape remains very uncertain. Whatever the outcome of Brexit, we will remain in its shadow for a long while, at a time when we need the legislative landscape to adapt to meet our needs as the cider industry continues to change. We are a relatively small category, so it is important that cider makers work together to shout really loudly and ensure that our voice is heard. A united industry is incredibly powerful and together we can attract more positive attention for our category and reach more consumers.



**ED & JAMES**  
CRAFTY NECTAR

The main trend that remains prominent and has grown stronger since 2018 is that drinkers want to know where their cider is from, what's in it and how it's made. It's all about heritage, provenance, and innovation, with quality prevailing over quantity and price. Education will be the main driving force, as consumers #ReThink cider from a homogeneous drink to one of different styles - from acidic chardonnay style using dessert apples to bold and tannic West Country style ciders.

In 2019, expect to see quality craft cider on draught #CraftOnKeg, cider makers collaborating to help push innovation, and an increase in low and no alcohol cider, especially amongst health conscious millennials. What's hot and what's not? Fruit cider is here to stay, cans are cool and expect to see rosé cider as the most instagrammable drink of the summer.



**TOM FODDY**  
HEAD OF RETAIL SALES  
& MARKETING  
CHARLES WELLS LTD

Cider is still a strong category within our pubs and with the introduction of fruit brands over the last few years we have seen good growth.

Draught fruit cider will continue to be demanded by consumers in the UK as it's perceived as better value than the bottle equivalents. The challenge is consumers don't understand/know of the duty differences between apple and fruit ciders so expect a comparable price. This leads to loss of profit as they feel the pressure of not pricing accordingly.

Over the coming years I expect to see more brands introduced to the cider market mainly in the super premium area that's currently owned by a couple of brands or in the craft market where there is a growing demand. I see the NPD mainly on fruit however there is still a large demand for apple cider in our pubs, so development here is vital to drive overall sales.

At the end of 2018, Westons commissioned a research project to understand today's cider drinker. The research uncovered five distinct cider drinkers in the UK, each with their own tastes, preferences and needs.

Within this research it must be remembered that there is no such thing as a cider drinker who only drinks cider\*, all cider drinkers have a surprisingly broad repertoire of alcoholic drinks, of which cider is one.

The five cider drinkers are Fruit Cider Fanatics, Traditional Out of Home Cider Drinkers, Craft Repertoire Drinkers, Cider Enthusiasts and Traditional At Home Cider Drinkers. Here is the detail on each cider drinker.

## FRUIT CIDER FANATICS

### 24% OF CIDER DRINKERS

These drinkers tend to be younger female cider drinkers, typically aged 18-34. They are heavily represented in the north of England and will drink cider in or out of the home.

They are more likely to opt for very sweet ciders, with fruit ciders their overwhelming preference. Both in and out of the home they prefer their cider served in a glass bottle.

They are not really engaged with craft cider and express indifference to products sold on provenance, production process or heritage.

Taste and flavour are more important than alcohol content to these cider drinkers, they have not yet engaged with the concept of low and no alcohol ciders.

Like all the cider drinker types, they have a broad repertoire, with white wine the most preferred drinks category.

Ciders that Fruit Cider Fanatics love are Kopparberg, Rekorderlig and Strongbow Dark Fruit, with Strawberry & Lime their favourite flavour.

## TRADITIONAL OUT OF HOME CIDER DRINKERS

### 8% OF CIDER DRINKERS

Traditional Out of Home Cider Drinkers only drink cider out the home, they are mainly older males, typically aged +55 and are heavily represented in the Midlands and Southern England.

They are not interested in anything 'craft', dislike very sweet ciders and will only drink one to two pints of cider in any sitting, as generally they find the taste profile of cider too sweet to drink any more beyond this.

The most preferred serve is from a draught tap on the bar, they will drink apple and fruit cider, however apple cider is their most favoured option.

They will naturally gravitate to cider brands they know, trust and have tried before, but availability plays a key role in their purchase decision.

They are more likely to be from single households and will drink cider at local pubs or social clubs. The cider will be drunk on its own rather than as part of a meal.

Beer and lager are the two other drinks categories in their drinks repertoire that are most popular.

Ciders that Traditional Out of Home Drinkers love are Stowford Press, Strongbow and Bulmers.

\*Of course there will be a few cider drinkers who only drink cider, but these are an immeasurably small minority of cider drinkers.

## CRAFT REPERTOIRE DRINKERS

### 29% OF CIDER DRINKERS

Craft Repertoire Drinkers are typically male, aged 35-54 and live in the Midlands or Southern England. They have a slight skew towards ABC1 social grades and will drink cider in or out of the home.

They dislike sweet ciders and prefer more traditional cider variants, naturally Craft Repertoire Drinkers prefer apple cider over fruit cider. At home, canned cider is preferred, while out of home draught is the most popular serve.

As the name suggests, Craft Repertoire Drinkers have the widest repertoire of any of the cider drinkers described here, with white wine, beer, lager, red wine, sparkling wine, ale and rosé wine within the repertoire of Craft Repertoire Drinkers.

Craft Repertoire Drinkers express an interest in brand cues such as provenance and unique production processes. Their interest in craft cues stretches across all drinks in their repertoire. As such, they are willing to pay more for a good quality cider.

No and low alcohol products are of interest to Craft Repertoire Drinkers who are also consciously trying to cut down their overall alcohol intake.

A key driver of Craft Repertoire Drinkers purchase decision is their awareness of the brand on offer.

## CIDER ENTHUSIASTS

### 13% OF CIDER DRINKERS

Cider Enthusiasts are typically aged 18-34 with a slight skew towards females, mainly in the South of England, they drink cider in or out of the home.

As enthusiasts for all things cider, they like the taste of cider and will drink both sweet, fruity ciders and dry, tannic ciders. At home, can is marginally preferred over a glass bottle, while out of home, a draught serve is the most popular choice.

Cider Enthusiasts have a polarised view on craft cider, heritage and provenance - some are really engaged with these quality cues, others less so.

For all Cider Enthusiasts, taste and flavour of their cider is the most important consideration, alcohol content of their cider does not have the same level of consideration, as a result they are not yet engaged in low and no alcohol ciders.

They are comparatively immoderate in their consumption, as a group they are more likely to have three or more pints of cider in one sitting.

Considering the Cider Enthusiasts drinks repertoire, they have a wide repertoire and are most likely to swap their cider for a wine out of the home and for a beer at home.

## TRADITIONAL AT HOME CIDER DRINKERS

### 26% OF CIDER DRINKERS

Traditional At Home Cider Drinkers are males and females typically aged 55+, with a skew towards C2DE social grades, as their title suggests they drink cider at home only.

Cider is part of the Traditional at Home Cider Drinker's repertoire; however it is not their first choice drink. They drink cider in the evenings and at weekends because it is refreshing and easy to drink and prefer a glass bottle over a can.

Apple cider is the Traditional at Home Cider Drinkers preferred choice of cider; however they will also drink fruit ciders. General engagement in the cider category is low, they are unlikely to be aware of or look for new cider products, rather their cider purchases are driven by price and whether it is a known brand.

The repertoire drink Traditional at Home Cider Drinkers are most likely to substitute their cider for is either beer or white wine.

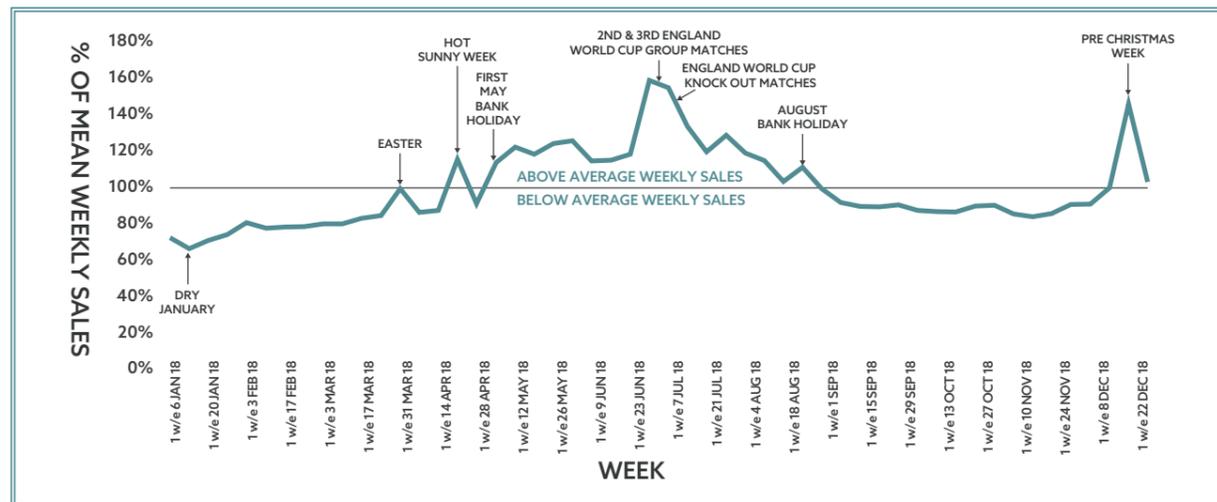
Traditional at Home Cider Drinkers are least likely to consume lower alcohol cider, they have no interest in reducing their alcohol consumption and do not worry about whether their consumption has any impact on their health.



## SEASONALITY & EVENTS

It has long been assumed that cider is inherently seasonal, but just how seasonal is it?

### OFF TRADE



To no real surprise to anyone who is reading this, the Cider market is seasonal (as this chart showing the sales volumes % above or below the weekly mean average demonstrates) there is a broad-brush pattern of above average sales from the beginning of May to the end of August and a spike of sales for the week run into Christmas.

Dry January now contributes to January being the slowest cider sales month of the year, where they are 29% below the average.

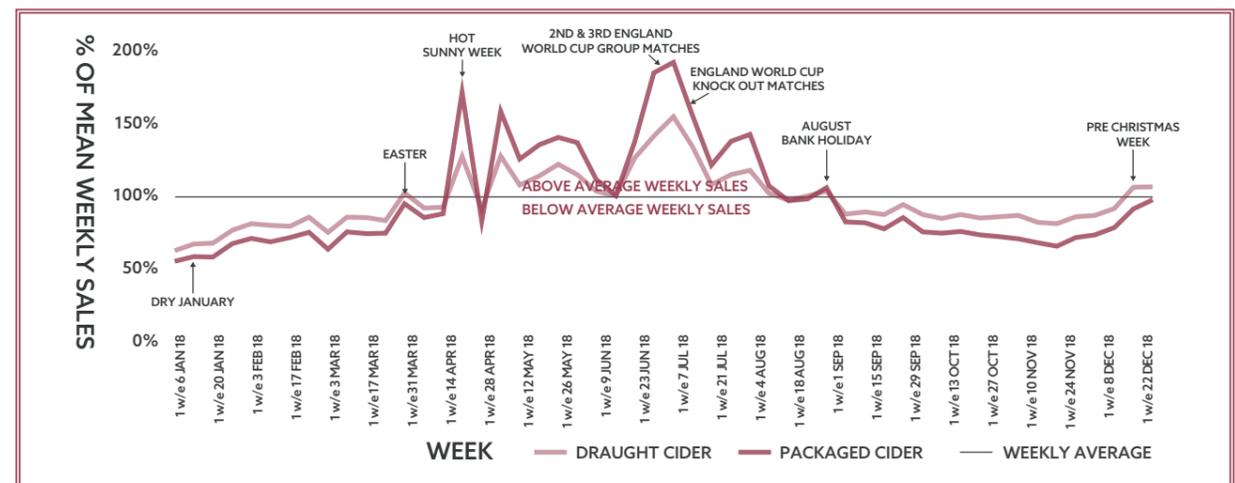
There was an unseasonably hot sunny week towards the end of April, where temperatures in London reached 29°C, this is reflected in the spike for this week where cider volumes were up 27% on the weeks immediately before and after, and 16% above average for the year.

The first May Bank Holiday heralded the start of above average weekly sales throughout the summer that lasted until the end of August. This was aided by a summer that delivered above average sunshine and below average rainfall for the duration of the summer.

However, in 2018 the biggest single driver of incremental cider sales in the off trade was the World Cup. The weeks in which England were active in last summer's World Cup delivered off trade cider volumes that were 42% above average for the year. The peak week for cider volumes for the entire year was the week ending 30th June, where England played both Panama and Belgium, helping to drive off trade cider sales 59% above the weekly average.

Within the off-trade cider category some sectors are more reactive to seasonality than others - fruit ciders are more reactive than apple ciders. Premium ciders are more reactive than crafted and mainstream ciders, which in turn are more reactive than value ciders. Value ciders show almost no seasonality and consumption remains steady through the year.

## ON TRADE



The on trade follows the same broad pattern as the off trade, with the period of the first May Bank Holiday to the August Bank Holiday delivering near consistent above average on trade cider sales. Notably, packaged cider sales are considerably more seasonal and reactive to events than draught cider sales.

January is the worst performing month by far, driven by the influence of Dry January, draught sales are 30% below average, while packaged sales are 38% below average.

There are periods where the on trade departs from the off trade pattern of sales. The hot sunny week at the end of April was far bigger in the on trade, where draught sales were 32% above average and packaged sales were 78% above average, while Christmas did not deliver a significant uplift in sales - this points to cider's long association with summer drinking still driving purchase decisions by drinkers in outlet.

The World Cup helped deliver some of the best performing weeks in the on trade, this is even more apparent when you look at the top 10 best performing days for draught cider in the on trade.

### TOP 10 DRAUGHT CIDER TRADING DAYS IN THE ON TRADE

We can now see the combination of a big sporting event and a hot sunny day can potentially deliver over three times the average daily sales for an operator or retailer. It is therefore vital some forward planning is put in place to ensure that these opportunities are maximised.

DATE	DRAUGHT CIDER SALES % OF THE DAILY AVERAGE	NOTABLE EVENT
07/07/2018	344.2%	England v Sweden World Cup Quarter Final
11/07/2018	251.6%	England v Croatia World Cup Semi Final
26/05/2018	250.4%	Spring Bank Holiday
05/05/2018	241.3%	May Bank Holiday Weekend
06/05/2018	224.6%	May Bank Holiday Weekend
19/05/2018	218.4%	FA Cup Final
30/06/2018	216.7%	Unusually hot and sunny Saturday in June
21/04/2018	209.7%	Unusually hot and sunny Saturday in April
20/04/2018	205.1%	Start of Summer
21/12/2018	202.9%	Last "working" day before Christmas

## SUSTAINABILITY

There are clear trends within the cider marketplace that show sustainability is much more than a buzzword/tick box exercise for cider makers.

The rise of paper straws in the on trade and a renewed drive for sustainable packaging in the off trade are both testament to an industry responding with pace to demands from consumers and industry stakeholders. Cider is well placed to communicate a strong sustainable story, as the processes involved in producing cider can easily be naturally harmonious with the environment.

**98%**

OF BUSINESS LEADERS SUPPLYING TO THE ON TRADE ARE ACTIVELY REDUCING THEIR WASTAGE

**66%**

OF CONSUMERS STATE THAT IT IS IMPORTANT THAT THE EATING AND DRINKING OUT BRANDS THAT THEY VISIT ARE ENVIRONMENTALLY ETHICAL

**67%**

OF INFLUENTIAL BAR STAFF RATE "SUSTAINABLE DRINK PRODUCTS" AS A TREND FOR THE NEXT 12 MONTHS

**40%**

OF OFF TRADE SHOPPERS SEE IT AS EXTREMELY OR VERY IMPORTANT THAT THEY BUY LOCAL OR BUY BRITISH

### ORCHARDING

The core raw material for cidermaking - apples - come from orchards that typically will be managed to work in harmony with their local environment and will be hosts to all manner of wildlife. Bees are actively encouraged, as each apple blossom needs pollinating to produce an apple.

### PRESSING

Modern cider presses are incredibly efficient and will typically extract 85% of the juice from a cider apple. Nothing goes to waste when pressing cider apples, the remaining solids (or pomace) from each pressing are either composted, sent for anaerobic digestion or graded and sold as animal feed.

### FERMENTING

Unlike brewing beer, cider makers (at least those who ferment from fresh pressed juice) do not need to boil or create a brew at the start of their cider making process, cider making as a result will have a significantly lower energy consumption requirement than brewing beer. It is now possible to capture the carbon dioxide created during the fermentation process and reuse it to carbonate the cider. Spent yeast from cider making does not go to waste as it is either sold as animal feed or used for anaerobic digestion.

### PACKAGING

Cider served from a keg in the on trade is possibly the most sustainable serve - the keg, used to deliver the cider to the outlet, and glass used to serve the cider to the drinker in outlet are infinitely reusable. Packaged cider is also improving its sustainable credentials and quickly, as highlighted elsewhere in this report, cider from plastic bottles is in decline, as is cider served in heavier glass bottles. The growth in packaged cider is from cans, which are much lighter to transport and easier for consumers to recycle, the plastic ring holding cans together is also in decline as suppliers are moving to different methods such as cardboard cases or gluing cans together.

Cider in the on trade continues to be one of the strongest performing drinks categories over the past year, with only spirits and soft drinks outperforming it. Additionally, cider value growth has continued to outstrip cider volume growth, demonstrating that cider is a category that continues to add incremental value to the on trade.

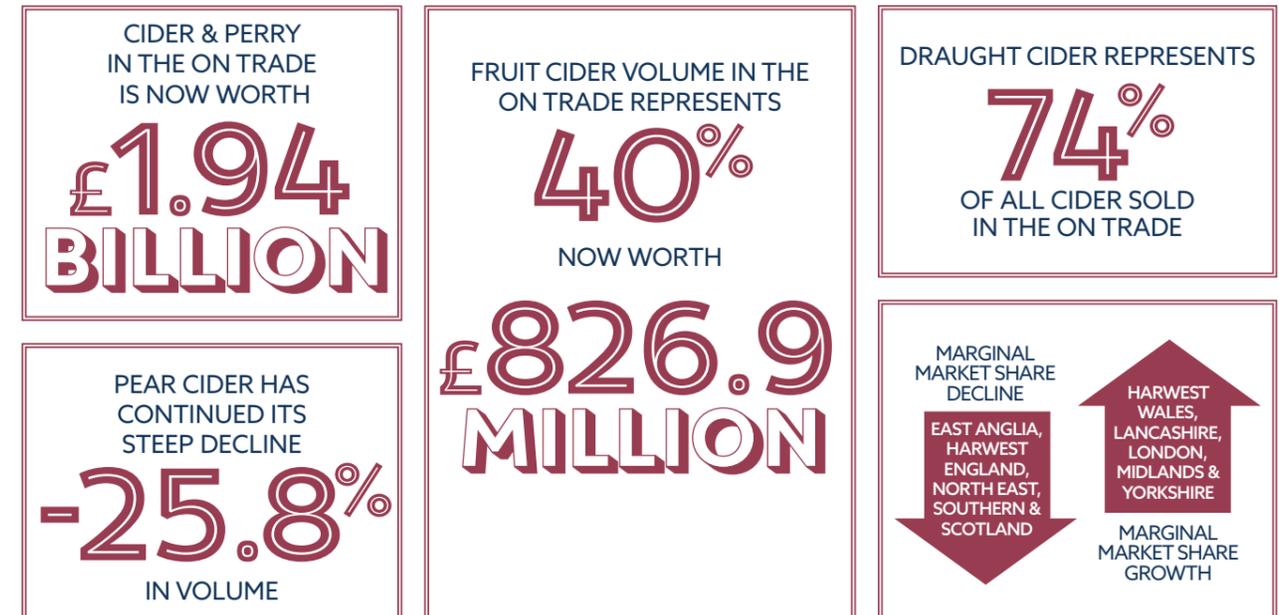
Cider & perry in the on trade is now worth £1.94 Billion, this has been driven by sales of 2,930,472 Hl of volume and is at 1.9% MAT growth, while value is in growth of 4.0% MAT which equates to an increase in category value of £74.2 million. Continuing the trends of last year, the major drivers of this on trade growth are fruit cider, draught cider and crafted cider.

Fruit cider in the on trade represents 40% of all cider volume sold in the on trade and is now worth £826.9 million, up 14.2% volume and 15% in value, this in an accelerating trend where the pace of growth is increasing. This dynamic continues to be driven by draught variants of fruit cider, the two key dynamics for this growth are draught fruit cider continuing to cannibalise packaged fruit cider and draught fruit cider beginning to diversify its propositions to create a sub category that is more than Strongbow Dark Fruit. The growth of draught fruit cider continues to accelerate in both absolute numbers and percentages, 35.7% volume growth, worth an additional 165,463Hl and 40.4% value growth, worth an additional £110 million.

While the sub category is described as fruit cider, there are very few propositions that are something other than berry flavoured in some way, with Old Mout's Kiwi and Lime the only notable exception. It may better be described as a berry cider category. This does mean that meaningful innovation opportunities must happen away from simple flavour extensions. We are beginning to see this in draught fruit cider, where draught berry fruit propositions are emerging that are both adding value and providing incremental growth.

Pear cider has continued its steep decline (-25.8% in volume) and now represents 1.4% of on trade cider volume sales, by any reasonable measure it is a sub category in terminal decline, however pear cider still enjoys significant distribution, specifically in packaged formats where there are still 38,232 distribution points, suggesting operators and suppliers have not yet caught up with the consumer who moved on from pear cider some time ago.

Apple cider on the surface continues a middling performance, where value (-2.1%) and volume (-4.2%) are both in marginal decline. However, it masks a more complex dynamic within apple cider. The influence of craft is finally beginning to creep into mainstream apple cider, where two of the fastest growing apple cider products by volume are Strongbow Cloudy (2,561Hl growth) and Thatchers Haze (5,758Hl growth).



Draught cider represents 74% of all cider sold in the on trade. Draught cider has seen growth in both value (+8.3%) and volume (+5.5%), while packaged cider has seen declines in both value (-4.1%) and volume (-7.2%). This churn is driving a movement of cider from the back of bar in the fridge to the front of bar on tap, distribution of packaged cider however has only declined by 1.2% and consequently rate of sale is in decline.

The average on trade outlet sells 1,479 bottles of cider and 5,157 pints of draught cider a year. This is 45 fewer bottles, but 339 pints more than 2018.

Cider has seen significant inflationary pressures in the last year, where the average price per litre has increased 13p to £6.61, this works out as inflation of 2.0% for the year putting on trade cider broadly in line with the CPI inflation rate of 1.8%. Apple cider has increased 13p a litre to £6.27, while fruit cider has increased 4p a litre to £7.07. Draught cider follows the overall trend with an increase of 15p to £6.09 a litre, while packaged cider has increased by 26p a litre to £8.09 a litre.

Of the three business models used in the on trade, Free Trade makes up 49% share of cider volumes, while Managed outlets make up 29% and Leased and Tenanted 22%. Free Trade (+0.4%) and Managed outlets (+6.3%) have experienced marginal growth in their cider volumes while Leased and Tenanted outlets (-0.2%) experienced marginal declines in their cider volumes, this is a continuation of the trend we have seen for the last few years, where L&T cider volumes have been in long term decline.

Looking at the cider marketplace regionally, East Anglia, Harwest England, North East, Southern & Scotland are all in marginal market share decline, while Harwest Wales, Lancashire, London, Midlands and Yorkshire are all in marginal market share growth. Interestingly, the minimum unit pricing introduced in the off trade in Scotland does not appear to have driven consumers into the on trade.

**£1.94 BILLION** ↑ +4% YOY  
 IS SPENT ON CIDER & PERRY IN THE ON TRADE



**293 MILLION** ↑ +1.9% YOY  
 LITRES OF CIDER & PERRY ARE CONSUMED



THAT'S 516 MILLION PINTS - 10 MILLION MORE THAN LAST YEAR

**74%** ↑ +5.5% YOY

OF ON TRADE VOLUME IS DRAUGHT SERVE

**26%** ↓ -7.2% YOY

IS PACKAGED SERVE

AVERAGE PRICE FOR A PINT OF CIDER IS

**£3.75**

ON TRADE CIDER INFLATION IS

**2%**

THE AVERAGE ON TRADE OUTLET SELLS...

**5,157 PINTS**

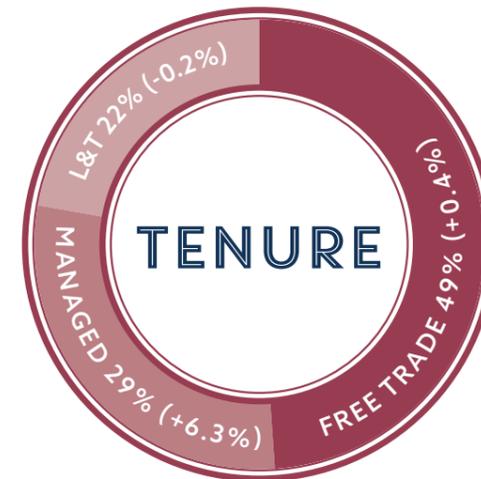
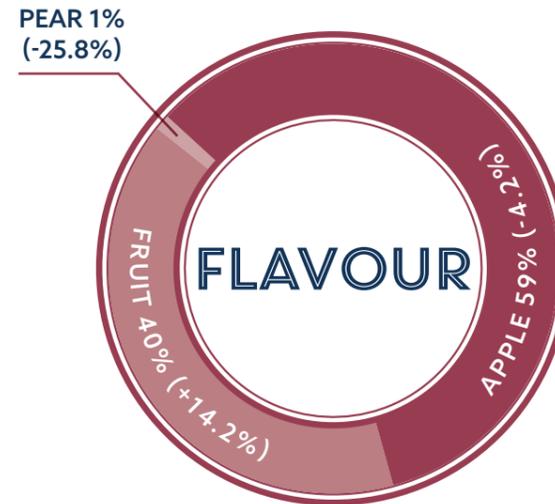
OF DRAUGHT CIDER

AND...

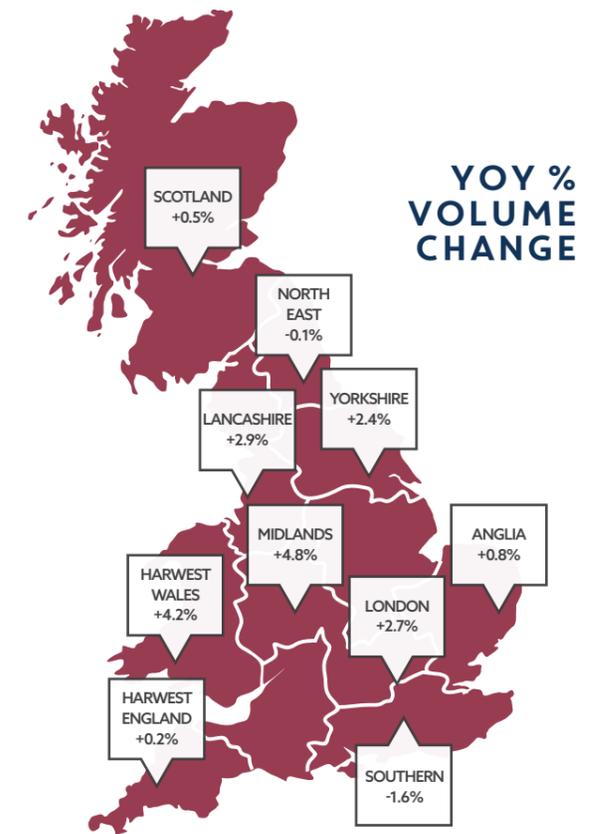
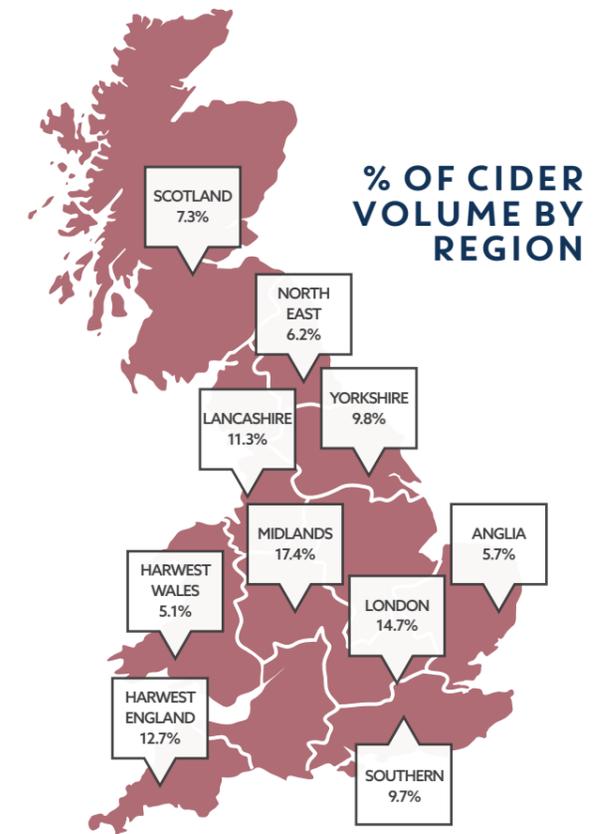
**1,479 BOTTLES**

OF PACKAGED CIDER EACH YEAR

CIDER VOLUME BY...



REGIONAL PATTERNS OF CONSUMPTION



## TOP 5 DRAUGHT CIDERS

The top five draught ciders account for 74.7% of total draught cider sales, down 0.7% from 2018. Collectively these five brands have grown 5% in the last year. The top five have lost market share, while still experiencing growth, additionally Magners has replaced Somersby in the top five. This shows that draught cider in the on trade is in a healthy position as both leading and challenger brands are experiencing growth.

Further down the top twenty there are four new entrants, two apple brands, two fruit brands; Carling Black Fruit Cider, Magners Dark Fruit Cider, Aspalls Harry Sparrow and Kingstone Press, further demonstrating that draught cider remains vibrant.



## TOP 5 PACKAGED CIDERS

The top five packaged products account for 56.7% of packaged cider volume. Three of the top five ciders are fruit ciders. This is a category that – whilst in decline due to the rise of draught fruit cider – is getting sweeter in its taste profile as the sweeter Strawberry and Lime variant of Kopparberg has overtaken the slightly more astringent mixed fruit variant.

The top five packaged ciders has not changed in some time, indeed if you were to look at market data from five years ago it is pretty much the same brands. This lack of innovation at the top of packaged cider may be a contributor to the long term decline of fruit cider alongside the growth of draught fruit cider.

The next five SKU's in the top ten represent 21.7% of packaged cider volumes and include fruit ciders from Rekorderlig, Bulmers and Old Mout cider brands.



## FRUIT CIDER CONTINUES TO GROW & EVOLVE

In last year's cider report we predicted that fruit cider would be 50% of all cider sold by 2023, at the time fruit cider was 36% share of all on trade cider, the share is now 40%. If this trend continues, fruit cider will be at 50% share by 2022, a year earlier than our original prediction.

This year the trend we have seen is the evolution and growth of draught fruit propositions, last year there were only two fruit cider brands in the top twenty, while this year there are four, additionally there are new diverse propositions from manufacturers such as Kopparberg, Westons and Mallets all ready to make an impact on the marketplace.

This trend is not without its challenges, the government has once again increased the duty for fruit ciders (Made Wine in HMRC language) meaning that the duty difference between a pint of cider up to 6.9% and fruit cider up to 4% ABV is now 29p a pint, an unwelcome and unavoidable cost for all involved.



## CONSOLIDATION OF SUPPLIERS & MANUFACTURERS

2018 has seen the sale of Aston Manor to French cider manufacturer Agrial, Molson Coors consolidate its cider portfolio with the purchase of Aspall and C&C extend its' distribution and brewing partnership with AB Inbev and then later in the year purchase the distributor Matthew Clark/Bibendum.

This consolidation has ensured that every top five international brewers operating in the UK now has a portfolio of ciders and has left Thatchers Cider and Westons Cider as the two largest family owned cider makers.

The vertically integrated nature of the UK on trade (where brewers typically own or control part of the route to market and outlets such as pubs and bars) means that any further consolidation will potentially reduce access to the on trade marketplace for independent suppliers and consequently choice for the consumer.



## STRONGBOW REASSERTS ITS DOMINANCE

This time last year, Strongbow was losing market share on the core apple product, but the growth of Strongbow Dark Fruit and Strongbow Cloudy cider sub brands more than made up for the losses on the core apple line.

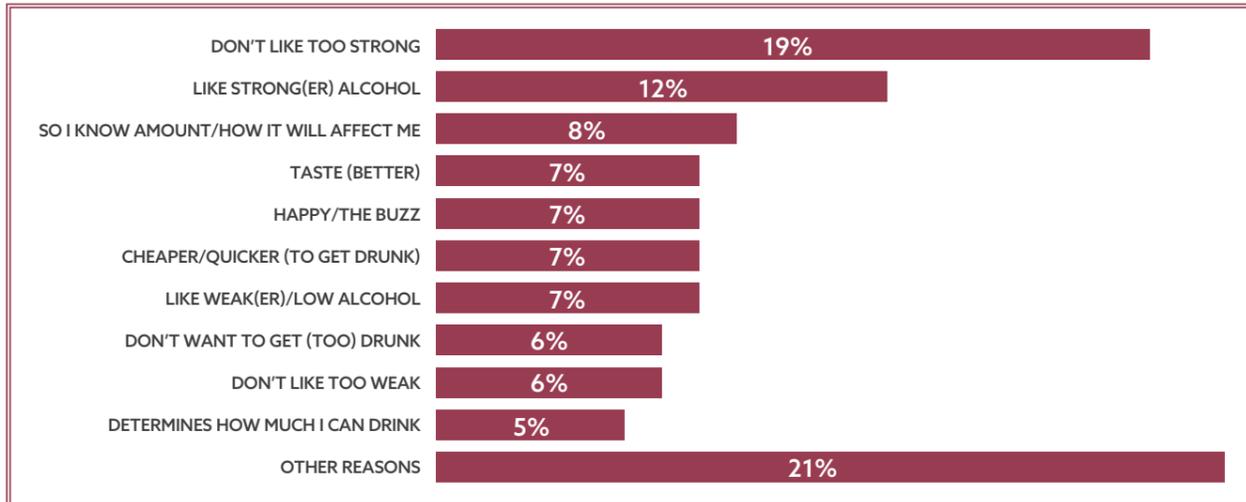
This year we can see that the strategy of managing the growth of the umbrella Strongbow brand through the three distinctive Strongbow draught propositions for the on trade has reaped dividends for Heineken UK. The Strongbow parent brand is now in strong and sustainable growth and has its highest ever market share of the draught cider marketplace for some time at 54.7% which means more than one in two pints of cider sold on draught in the on trade is a pint of Strongbow.



Drinkers in the on trade have vastly different attitudes to the ABV, or alcohol content, of their ciders. Our research shows 13% of cider drinkers in the on trade view the ABV of their cider as very important and 28% view it as quite important.

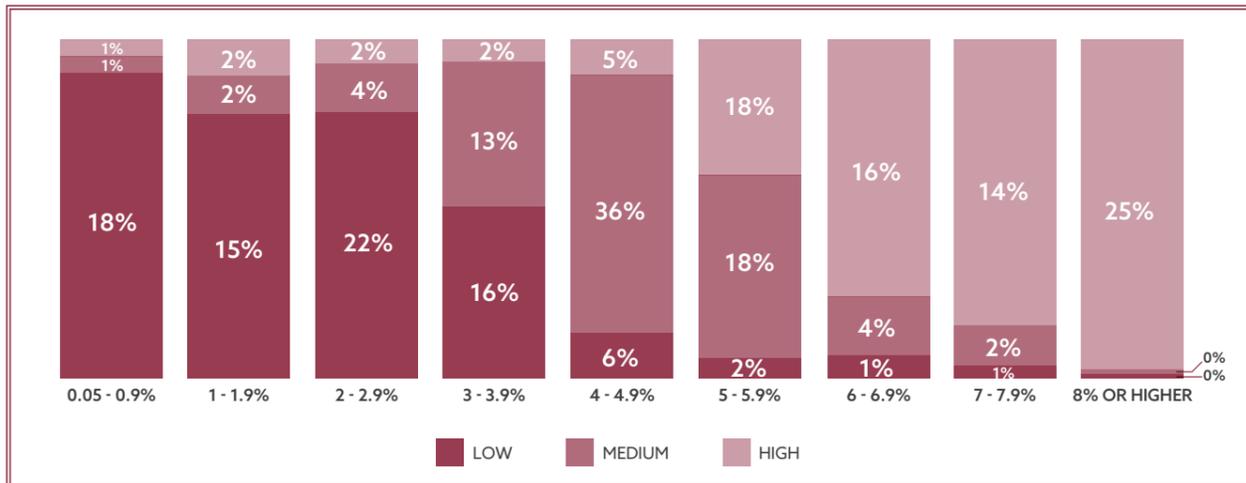
## 41% OF CIDER DRINKERS VIEW THE ABV OF THEIR CIDER AS IMPORTANT

### THE REASONS CIDER DRINKERS GAVE FOR THE IMPORTANCE OF UNDERSTANDING THE ALCOHOL CONTENT OF THEIR CIDER WERE AS FOLLOWS...



53% of the answers cider drinkers gave for understanding their ABV were for reasons of responsibility and control (e.g. don't want to get drunk) and the most popular reason was 'Don't like it too strong', showing that most cider drinkers are making informed responsible choices. Indeed, when questioned further most cider drinkers drink cider for reasons other than a 'hit' of alcohol – such as enjoyment of taste and flavour.

### WE THEN EXPLORED EXACTLY WHAT THE CIDER DRINKERS CONSIDERED TO BE A LOW, MEDIUM AND HIGH ALCOHOL CONTENT CIDER, THEIR ANSWERS ARE IN THIS CHART...



From this we can now see the cider drinker's consensus for what is considered a low, medium and high alcohol content for cider.

- A low alcohol content cider is any cider between 0.5% and 3.9% ABV
- A medium alcohol content cider is any cider between 4% and 5.9% ABV
- A high alcohol content cider is any cider above 6% ABV

Further exploration shows that cider drinkers would expect craft or traditional ciders to have a higher ABV and therefore would expect to pay more for these styles of cider.

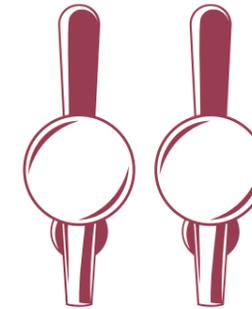
## RECOMMENDED DRAUGHT STOCKING

As draught fruit cider has grown in importance and the market has evolved, it is increasingly difficult to recommend a preference of draught fruit cider over draught apple cider or vice versa, additionally, it would be remiss to suggest there is a conclusive one size fits all solution for all outlets. However, the market data shows that outlets should consider at least two cider taps for their outlets as 61% of outlets now have two or more cider taps in outlet.



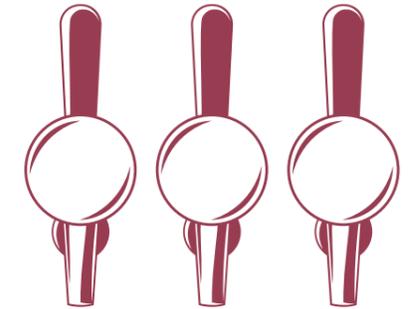
### ONE CIDER TAP

Outlets with one cider tap represents 39% of outlets and is declining by 7.1ppt a year. If there is only one tap on the bar then this should be a cider that reflects and reinforces the positioning of the outlet.



### TWO CIDER TAPS

Outlets with two cider taps represents 38% of outlets and is growing by 1.8ppt a year. Two taps provides the opportunity for bar managers to either offer an incremental trade up opportunity or offer fruit cider on the second tap. Market data shows outlets stocking at least one fruit cider are more likely to have two taps than an outlet stocking two apple ciders.



### THREE OR MORE CIDER TAPS

Outlets with three or more cider taps represents 23% of outlets and is growing by 5.3ppt a year. If three taps or more are available then typically these will be high volume cider outlets, this provides the bar operator the opportunity to provide variety and choice on the bar while delivering some context and something interesting.

## RECOMMENDED PACKAGED STOCKING

As discussed earlier in this report, packaged cider is in long term sustained decline in the on trade, in part driven by a lack of innovative new products breaking through. This and the declining rates of sale for packaged ciders suggest that there is a real opportunity for operators to try something new and different with their cider selection in the fridge, to help drive interest in cider and use their cider range to help define their outlet.

The first step of any review should be to stop stocking pear ciders, pear ciders have reached the natural end of their life cycle and there are a lot of bottles blocking space for new innovative ciders.

Operators should follow a "right brand right outlet" approach, where the packaged cider's positioning is reflective of the outlet's positioning. Fortunately, today's cider marketplace offers a near endless choice, permitting operators to really fine tune their offering. As a general rule, packaged fruit cider is more suited to higher tempo occasions in wet led outlets, while packaged apple cider is more suited to lower tempo occasions in dry led outlets. Below are some recommendations based on space available in the bar fridge.



### ONE BOTTLE

If there is no cider on tap on the front bar and there is only room for one bottle of cider in the fridge, then this should be an apple cider, as apple cider is still the most popular variant of cider. If an apple cider is offered on the front bar, then this provides an opportunity for fruit cider to be the packaged option in the fridge.



### TWO BOTTLES

If there is no draught serve in outlet then the operator should consider one packaged apple cider and one packaged fruit cider. If apple cider is offered as a draught serve, then the two bottles should be fruit cider.

Two bottles also give the outlet the opportunity to try some new ideas, one should be a berry, whilst using the other as an opportunity to try a new, different or contrasting style to drive interest.



### THREE OR MORE BOTTLES

If there is space for three or more bottles, the operator has real freedom to experiment with the range, but at least one bottle should be an apple variant and one bottle should be a fruit variant. Do make sure that the opportunity to stock three or more bottles of cider takes advantage to showcase the wide variety of UK and global cider styles that are now available to the on trade.

Consumers spent £1.19 Billion on cider and perry in the latest year, this an increase of 5.3% compared to the previous year. Total BWS saw an increase in value of 5.5% in the same period so cider is growing slightly behind the market. BWS has been buoyed by the strong performance of spirits (+7.7%); lager (+8.8%); and ready to drink (+17.1%). Cider volume grew 2.6% compared to a 3.5% volume increase for BWS. Within cider, value continues to grow ahead of volume as the market premiumises – price per litre increased by £0.06 to £2.25.

SOME OF THE KEY THEMES FOR CIDER IN THE OFF TRADE CHANNEL HAVE BEEN:

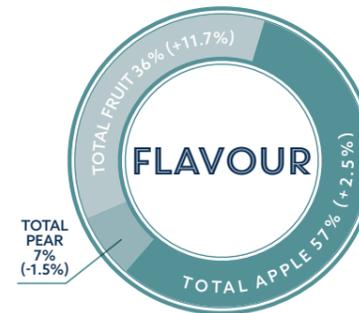
<b>A</b> The continued growth of fruit cider	<b>B</b> Crafted cider in double digit growth	<b>C</b> The continued growth of the can format	<b>D</b> The introduction of minimum unit pricing in Scotland	<b>E</b> The growth of low and no alcohol cider
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WE WILL COME ON TO TALK ABOUT EACH OF THESE IN MORE DETAIL IN THIS SECTION

## OFF TRADE PERFORMANCE



### MARKET SHARE BY FLAVOUR

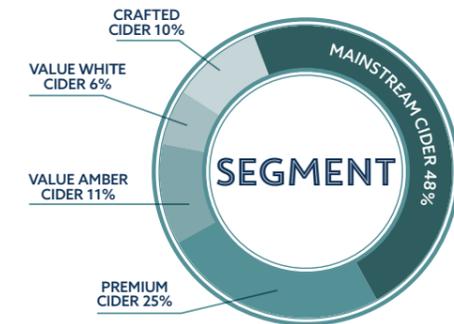


Apple is still the dominant flavour variety with 57% share of cider value and is 2.5% up year-on-year. Fruit now accounts for over a third of sales and continues to show double digit growth up 11.7% versus last year. The strong growth in fruit cider is being driven by the can format, which accounts for 55.3% of fruit value. Fruit cider in a can saw 22.9% growth versus last year.

Fruit has higher penetration than apple cider, so more households are buying into it, however apple cider shoppers spend £64.90 a year whereas fruit shoppers spend £33.24 so apple shoppers drive almost twice as much value.

Pear cider has seen no signs of a resurgence now having just 7% share with value still declining. Despite this, pear cider still has 97% distribution in the off trade, addressing this could free up space for better performing products and help enhance the overall cider category growth.

### MARKET SHARE BY SEGMENT



Cider is a large category, so to help us navigate we divide the cider market into five segments:

**CRAFTED** – Broadly single glass bottle brands from independent producers such as Westons. Often with strong heritage and provenance cues.

**PREMIUM** – Mostly glass bottle-led brands such as Kopparberg and Bulmers. This sector is increasingly dominated by fruit cider.

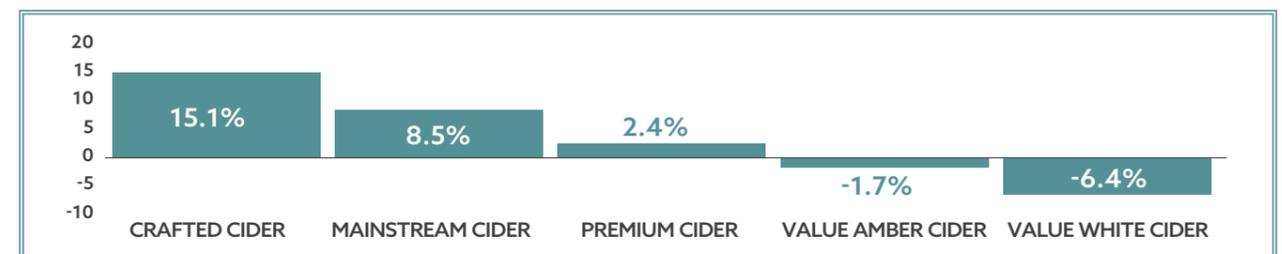
**MAINSTREAM** – Mainly can-led brands such as Strongbow and Thatchers Gold.

**VALUE AMBER** – Largely PET bottle-led, amber cider such as Crumpton Oaks.

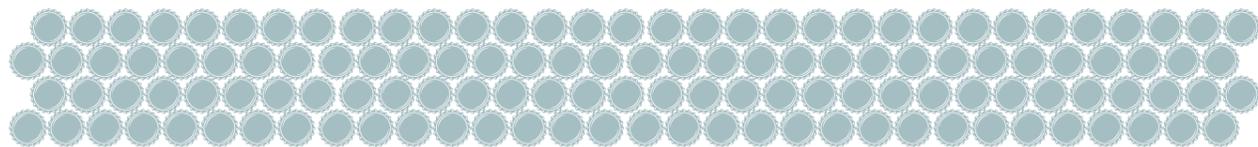
**VALUE WHITE** – Again largely PET bottle-led white cider brands such as Frosty Jacks.

When market growth of the segments is considered, premiumisation is once again evident with crafted cider in fastest growth, and the value tiers in decline.

## VALUE SALES % CHANGE VS YR AGO



**£1.19 BILLION** **+5.3% YOY**  
 IS SPENT ON CIDER & PERRY IN THE OFF TRADE



**529 MILLION** **+2.8% YOY**  
 LITRES OF CIDER & PERRY ARE PURCHASED



THE "BIG 4" ACCOUNT FOR **64%** OF ALL CIDER SALES  
DOWN FROM 67% 2 YEARS AGO

**47.8%**  
OF UK HOUSEHOLDS BUY CIDER

HOUSEHOLDS IN THE UK CONSUME AN AVERAGE OF  
**33.1 LITRES**  
OF CIDER A YEAR

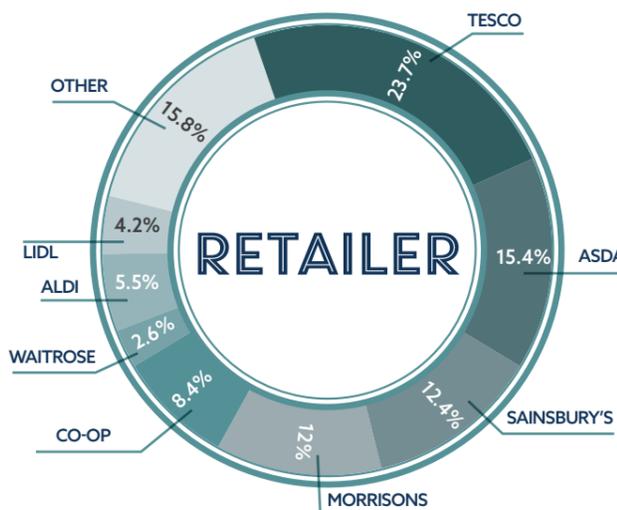
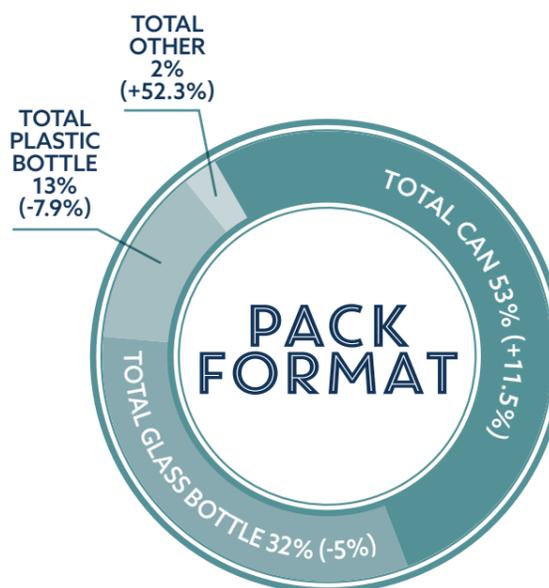
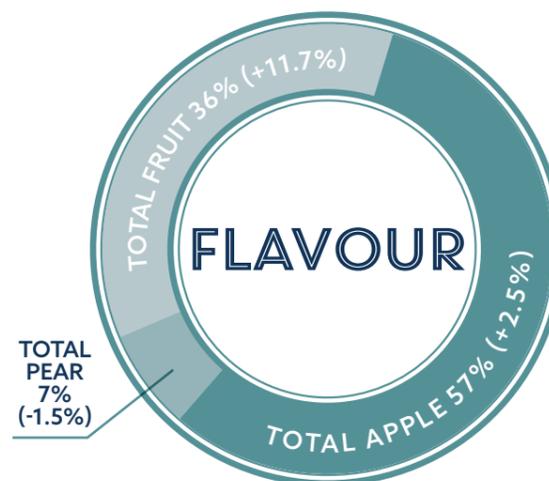
THE NUMBER OF CIDER SHOPPERS HAS INCREASED  
**3.8%**  
VS LAST YEAR

THE AVERAGE HOUSEHOLD MAKES  
**10.9 SHOPPING TRIPS**  
FOR CIDER A YEAR

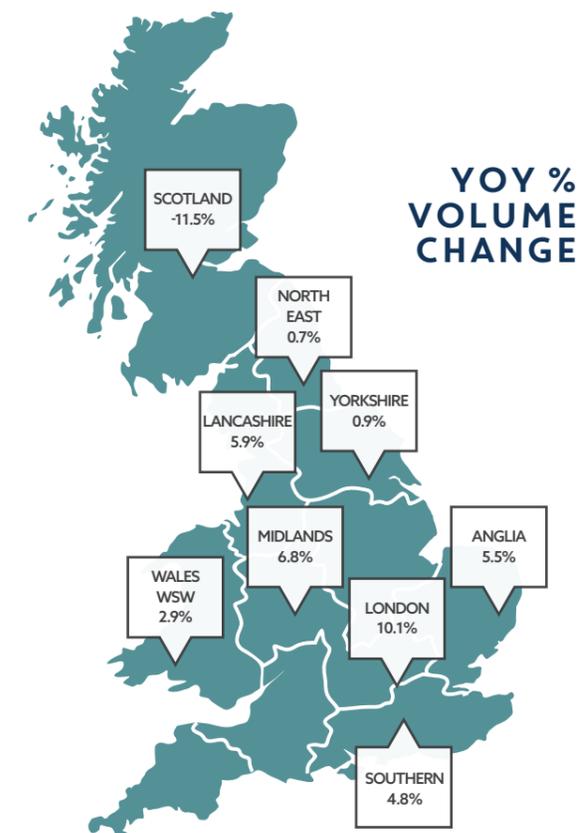
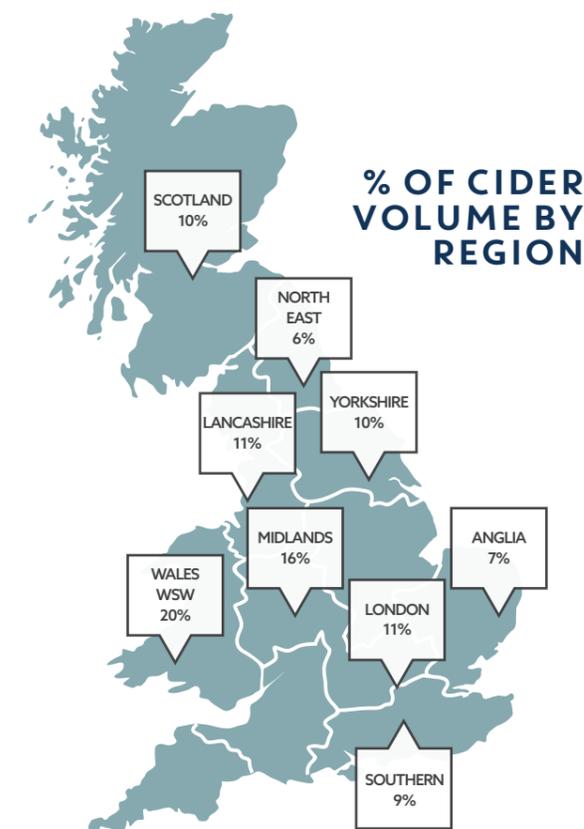
AVERAGE PRICE OF CIDER PER LITRE IN UK SHOPS IS  
**£2.25** **+2.4% YOY**

CIDER CONTINUES TO HAVE A SOUTHERN BIAS WITH THE 5 MOST SOUTHERN TV REGIONS MAKING UP  
**63%** OF CIDER VOLUME SOLD

CIDER VALUE BY...



PERFORMANCE OF TOTAL CIDER...

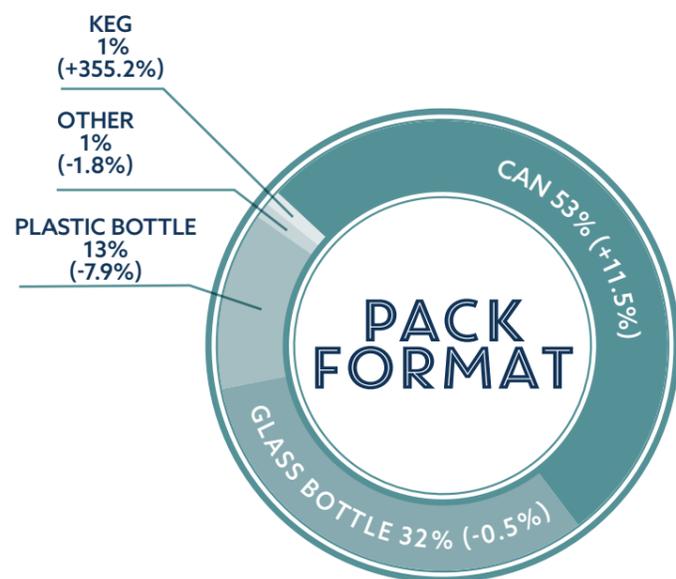


## CIDER BY PACK FORMAT

From 49% in our 2018 report, cans now make up 53% of cider value sales and this format is still in double digit value growth. Glass bottle has 32% share and is relatively static year-on-year, however the growth of can has eroded glass bottle share from the 36% we saw last year. Plastic bottle has lost share and is in a decline of 7.9%, this reflects the move away from the value tiers.

5L mini kegs have grown 355.2% in the last year as more brands have moved into this format and more space has been allocated in store. A note of caution is that this growth is from a very small base with kegs having just 1% share of cider category value.

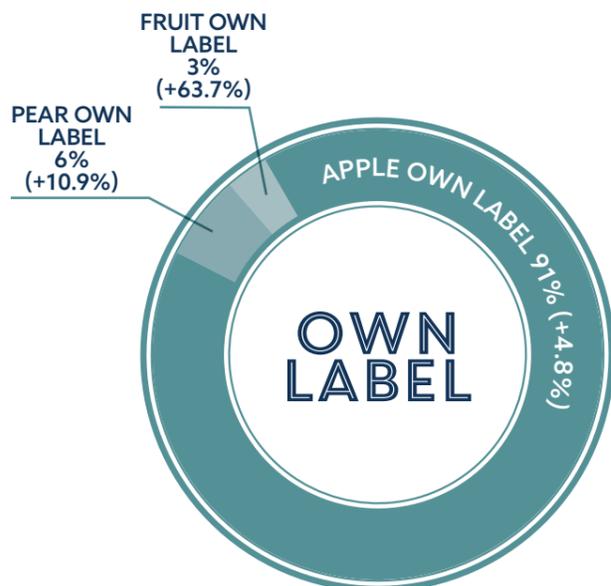
In terms of pack sizes, most of the market value is sold in singles. However, the next two largest pack sizes, 4 pack and 10 pack, are growing 10.4% and 33.4% respectively. 18 pack has soared in the numbers in the latest year to become the fourth most popular pack size - this has been driven by just two brands; Strongbow and Magners.



## OWN LABEL

Own label cider is worth £104m making up 8.8% of cider category value, sales have increased 6.3% versus last year. Growth is in line with total cider, so share has remained relatively consistent at 8.5% in 2017 and 8.7% in 2018.

Fruit own label is in growth of 63.7% year-on-year but is under-represented in own label at just 3% share. Share has increased 1ppt from 2% in last year's report. Considering fruit makes up over a third of total market there still appears to be an opportunity within fruit own label for further growth.



Own label is still dominated by plastic bottle which accounts for 49% of category value but sales are declining. Can has 39% share of own label cider and is in growth of 19.3%. Own label cider in a glass bottle is seeing growth of 20.3%, reflecting the success of crafted own label propositions. This move away from plastic bottle shows that, like the total market, own label is seeing some premiumisation.

## TOP 10 OFF TRADE CIDER MANUFACTURERS (excl. Own Label)



The top ten cider manufacturers make up 86.8% of value sales, this has remained static since our last report. Heineken continue to dominate the cider market with 36.1% share. Five of the top ten manufacturers have seen a decline in the last year, reflecting an increasingly competitive marketplace.

Both Kopparberg and Thatchers are in double digit growth and if current trends continue, it is possible that Thatchers Cider could move up to the third largest cider manufacturer by our 2020 cider report.

## TOP 10 OFF TRADE CIDER PRODUCTS (excl. Own Label)



Strongbow Original is the largest brand worth £186.6m and is showing growth of 1.4%. Strongbow Dark Fruit is now worth £148.5m and still enjoys a strong growth rate of 39.4%, it is worth more than twice that of the third place brand again highlighting Strongbow's strong position in the category. Kopparberg Strawberry & Lime is outgrowing its Mixed Fruit variant and has moved ahead of it in the ranking.

The only brand in the top ten to see a decline is Frosty Jack's which has been hit particularly hard by the introduction of minimum unit pricing in Scotland.

Since the last report Henry Westons Vintage has moved up two places, and Scrumpy Jack has replaced K Cider in the top ten although the gap between the two is marginal. Thatchers Gold, Henry Westons Vintage and Scrumpy Jack are all-in double-digit growth.

## APPLE CIDER BRANDS (excl. Own Label)

Apple cider is still the largest flavour variant and has grown 2.5% in the last year. The fastest growing sector within apple is crafted which is up 15.9%, this sector makes up 16% of apple value. Mainstream makes up 54% of apple cider and is up 1.6% year-on-year. The only sector to see a decline is value white reflecting overall performance.



The top three ranked brands have not changed since our report last year. Strongbow accounts for 15.7% of total cider sales, and 27.7% of apple cider sales so the growth in this brand has a significant impact on the performance of apple cider. The top four are all in growth, and as mentioned before Frosty Jack's sales have been impacted by minimum unit pricing in Scotland and shoppers moving away from value propositions. Outside the top ten, brands of note are Scrumpy Jack ranked sixth (+12.4%), K Cider ranked seventh (+2.3%) and Thatchers Haze ranked ninth (+92.6%) so there is definitely still growth to be had in apple cider.

## PEAR CIDER BRANDS (excl. Own Label)

Pear cider as a category is in long term decline and now makes up just 7% of cider market value. It suffers from a bit of an identity problem in that a) it can be seen as just another fruit flavour variant and b) it is dominated by value propositions that would look equally at home in the wine category. There are no traditional crafted-tier perries in the top five brands. Both the Kopparberg and Bulmers brands use 'Pear' as the descriptor rather than perry.

Of the top five only Lambrini and Chardolini are in growth, the other three brands have seen value decline versus last year.



## FRUIT CIDER BRANDS

Fruit in the off trade makes up 36% of cider value and is the fastest growing flavour. The top five brands have remained the same but have re-ordered. Strongbow Dark Fruit is +39.4% and Kopparberg Strawberry & Lime +9.0%. Rekorderlig Strawberry & Lime is the only brand of the top five in decline.



A key movement within fruit cider, particularly Kopparberg, has been the movement from bottle to can. Kopparberg Strawberry and Lime is seeing a slight decline in glass bottle however its can format is +19.6% versus last year. Reading consumer trends as to formats has enabled Kopparberg to continue to grow the brand by leveraging the popularity of cans. Cans now make up 55% of total fruit cider sales, up from 50% share last year.

Fruit cider is very much led by dark fruit/berry flavours. The highest ranked non-berry variant is Old Mout Kiwi & Lime in sixth place and +4.9% vs. last year. The next highest is also an Old Mout brand - Passionfruit and Apple ranked 10th and +20.9% year-on-year.

A sign that the cider shopper is becoming more health conscious is that the 14th largest fruit brand is a 'light' variant and the 16th ranked brand is an alcohol free product. Both products are in strong growth.

## INNOVATION

NPD in 2018 came from established cider manufacturers expanding their ranges rather than from new entrants. The top five launches by value are:

The fact that four of the five largest new brands are in glass bottles, does demonstrate that there is still room for product development in a glass bottle format despite the strong growth of cans. Also, in a market dominated by berry flavours it is interesting to note that three of the five are non-berry flavours with both rhubarb and peach making appearances.



As with last year not one of the top five is an apple cider. The highest ranked apple product is Henry Westons Aged Finish (500ml) that launched late 2018 and is the seventh largest launch by value.

It is likely that the top five is dominated by fruit each year because fruit cider has more shoppers, buying less per trip (than apple cider), this more promiscuous shopper means that new products launching have more chance of being picked up as trial purchase, giving these products an increased opportunity to reach consumers.

## MINIMUM UNIT PRICING IN SCOTLAND

On May 1st 2018 a 50p minimum price per unit of alcohol was introduced in Scotland. In the 40 weeks since this was introduced Scotland has seen a 7.2% upturn in spend compared to a 6.8% increase for the UK. This is because of the additional revenue generated with the average price per litre in Scotland having increased by £0.56. The real difference can be seen in volume, while total cider grew 3.9%, Scotland saw a volume decrease of 14.4%.



This lost volume primarily came from the value tiers with value amber down 54.1% and value white down 73.3%. This effectively premiumised the market as the fastest growing sector was crafted cider at +22.8%. When looking at pack sizes we have seen an increase in the volume sold of 4 packs and 10 packs, anything larger than this has become too expensive and volume for pack sizes larger than 10 has decreased 39.3%.

In terms of brands, the hardest hit has been Frosty Jack's white cider which is down 74% in the 40 weeks. This is followed by Own label which has also suffered as the price differential with brands has been eroded. Strongbow has continued to grow both its Original and Dark Fruit brands, and Magners Original is up 20.1% in the 40 weeks. Interestingly, K Cider at 8.0% ABV and Scrumpy Jack at 6.0% ABV have also benefited from increased sales as shoppers look for alternatives to the high strength ciders they had previously been drinking.

With talk of this soon to be introduced in Wales, it will be interesting to see if there is a similar impact on the category with a double digit volume decline coupled with increased revenue. There are of course wider impacts such as health and crime levels that are not so easily measured.

## LOW & NO ALCOHOL CIDER

One of the growth areas in cider in the last year has been in low and no alcohol cider (ABV up to 1.2%) with more brands launching products into this sector, and retailers affording it more space in store. This category is now worth £13.1m with spend having increased by 25.8% and volume by 27.0%.

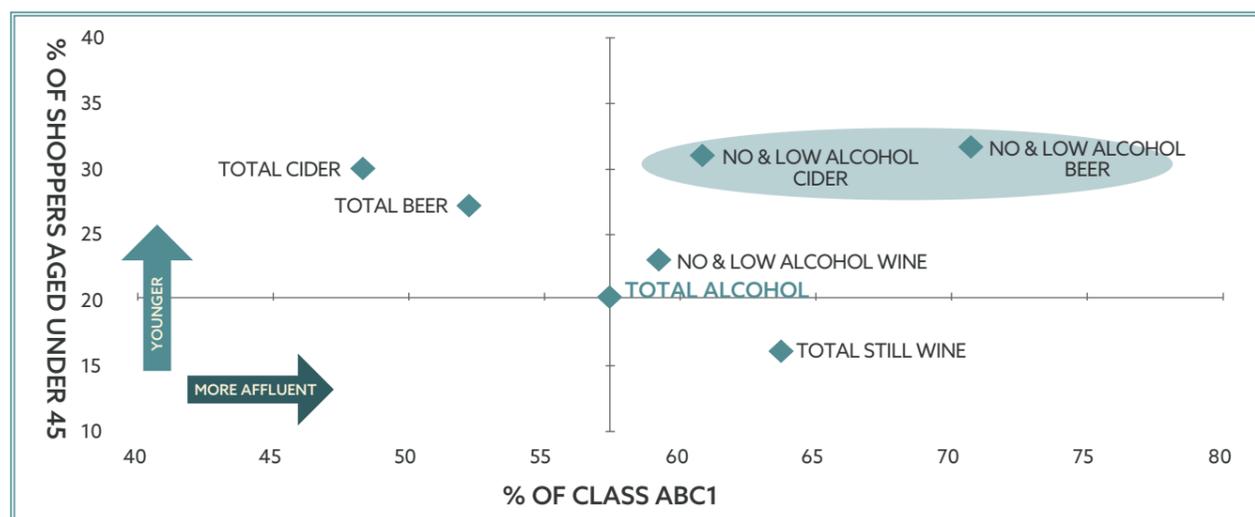
The main driver of growth has been penetration with 3.8% of UK households buying into the category, compared to 2.4% in the previous year. This growth in shoppers has increased further in the 12 weeks to the end of December, up 91.6% vs the same 12 weeks the year before.

Low and no alcohol is currently dominated by brands with 85.1% share of spend, this is a slight overtrade as brands have 84.7% share of total cider. A recognised brand name perhaps adds reassurance as to the taste profile when buying into this category for the first time.

In terms of fruit types, apple under-indexes in low and no alcohol cider relative to its share of total cider, and pear and fruit over-index. Apple accounts for all Own Label no & low alcohol cider spend in the market, but only 7.6% of branded no and low alcohol cider. Branded is dominated by fruit with 66.2% share of spend.

In contrast to total cider which is moving increasingly towards cans, glass bottles are the dominant format in no and low alcohol cider accounting for 93.2% of spend in the 52 weeks.

Both no and low alcohol cider and no and low alcohol beer attract a younger and more affluent shopper than their parent categories.



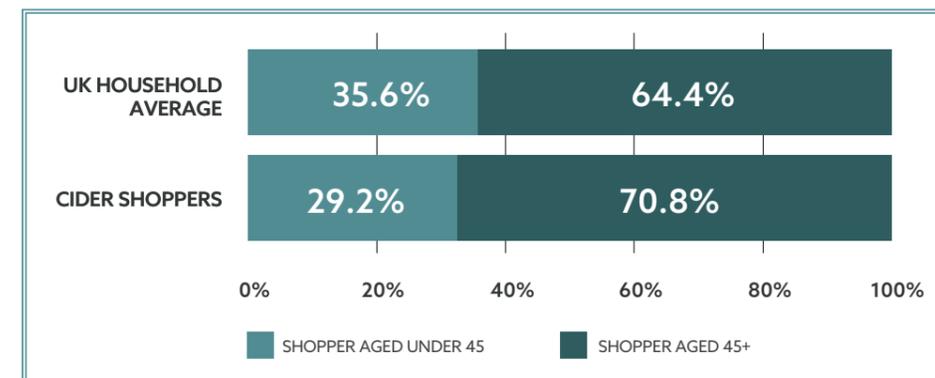
As demonstrated, no and low alcohol cider has different dynamics to the total cider category so can be a useful way to attract new, younger more affluent, shoppers into the cider category.

When considering who buys and consumes cider in the off trade, there are two parties to consider, the cider shopper and the cider drinker. Often, the person buying cider for the household is not the same as the person drinking the cider in the household. This page will give some insight as to who the cider shopper is and the behaviours of the cider drinker.

## THE CIDER SHOPPER

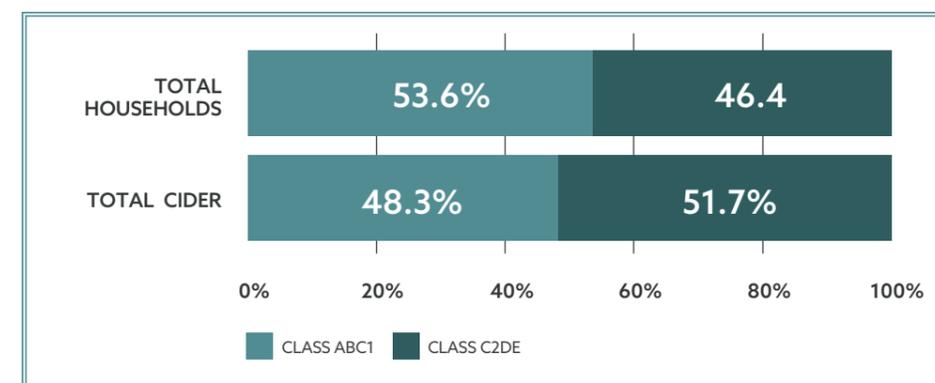
### BY AGE

The cider shopper is older than the UK average with 71% of shoppers aged over 45, compared to the UK at 64%.

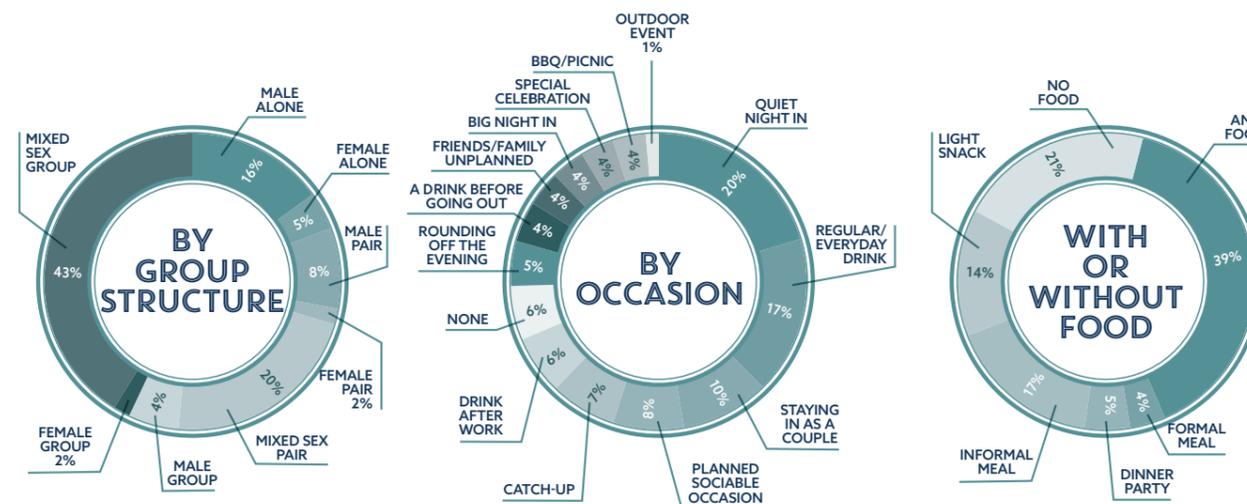


### BY SOCIAL CLASS

The cider shopper is more likely to be class C2DE than the UK average.



## THE CIDER DRINKER



63% of cider is drunk by a mixed sex group or a mixed sex pair, highlighting the gender neutral position of the cider category, appealing to both men and women.

Cider drunk in the off trade is particularly strong in low tempo occasions, such as a night in or a drink after work. The most popular drinking occasion at 20% of serves is the Quiet Night-in, down from 22% of serves a year ago.

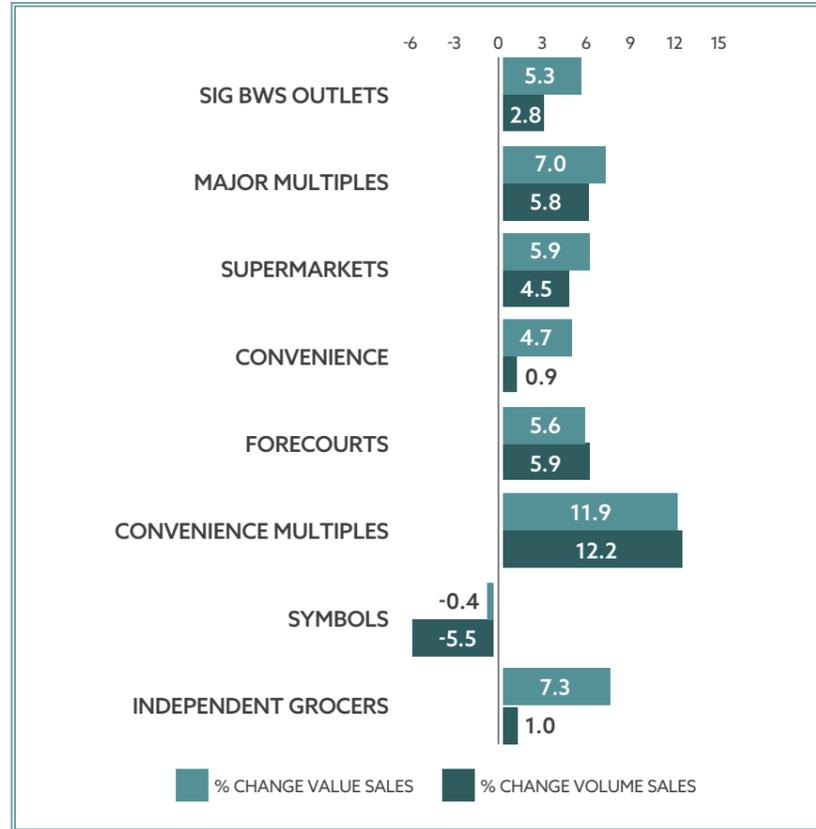
79% of cider serves are with food, this is a significant increase when compared to last year where 67% of cider was consumed with food. However, it remains an informal drink with only 9% of serves being accompaniments to formal occasions.

Total cider has seen value growth of 5.3% and volume growth of 2.6%, within this some channels have performed better than others.

### CONVENIENCE VS SUPERMARKETS

For the purposes of this report a convenience store is any retail outlet below 3,000sq ft and a supermarket any retail outlet above 3,000sq ft. Market value is split pretty evenly between supermarkets (48% share) and convenience (49% share). However, looking at volume, the split is 50% supermarkets and 47% convenience. The difference is down to the price per litre which is £2.15 in supermarkets and higher in convenience at £2.33. Both channels are growing both value and volume year-on-year, however supermarkets are outperforming convenience. This is a reversal of what we saw last year in that convenience growth was previously outstripping supermarkets.

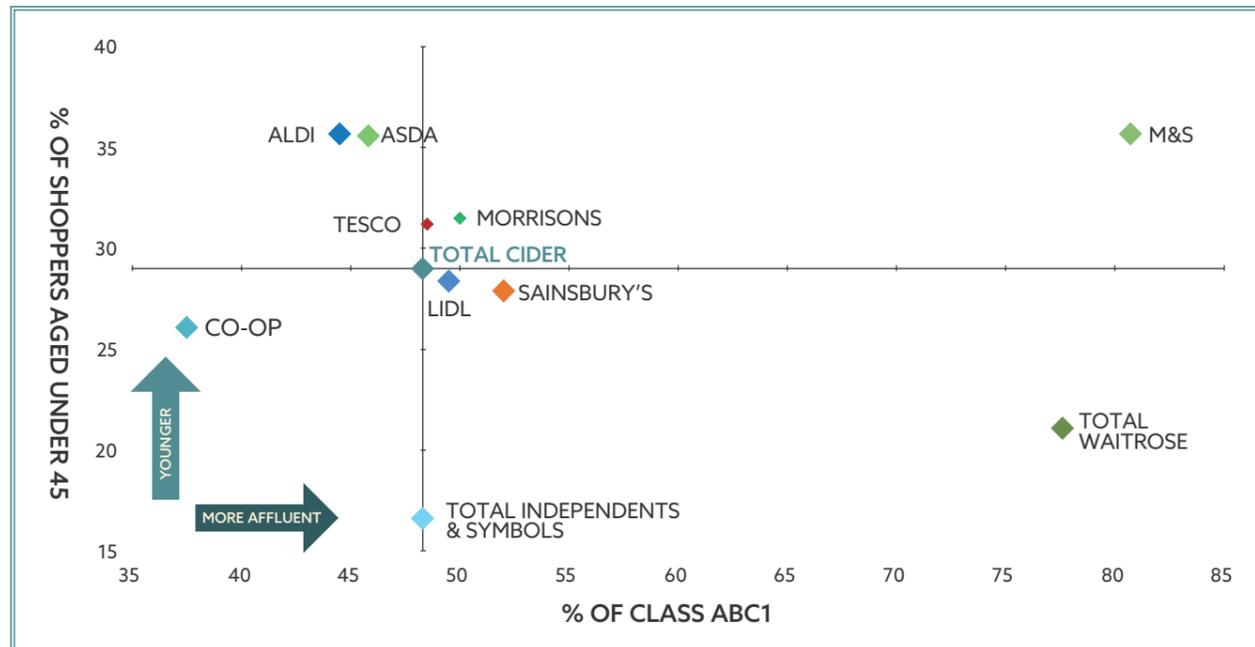
Taking a broader look at the channels the Convenience Multiples e.g. Tesco Express, Sainsbury's Local, are the fastest growing channel at +12.2% volume growth. Only symbols are seeing a decline.



### CIDER SHOPPER DEMOGRAPHICS BY RETAILER

This chart maps the age and demographic profiles of cider shoppers for each retailer. M&S and Waitrose have the most premium shopper, in Waitrose 77.6% of spend comes from ABC1 shoppers. At the other end of the scale Co-op has the least premium shopper however over a third are ABC1.

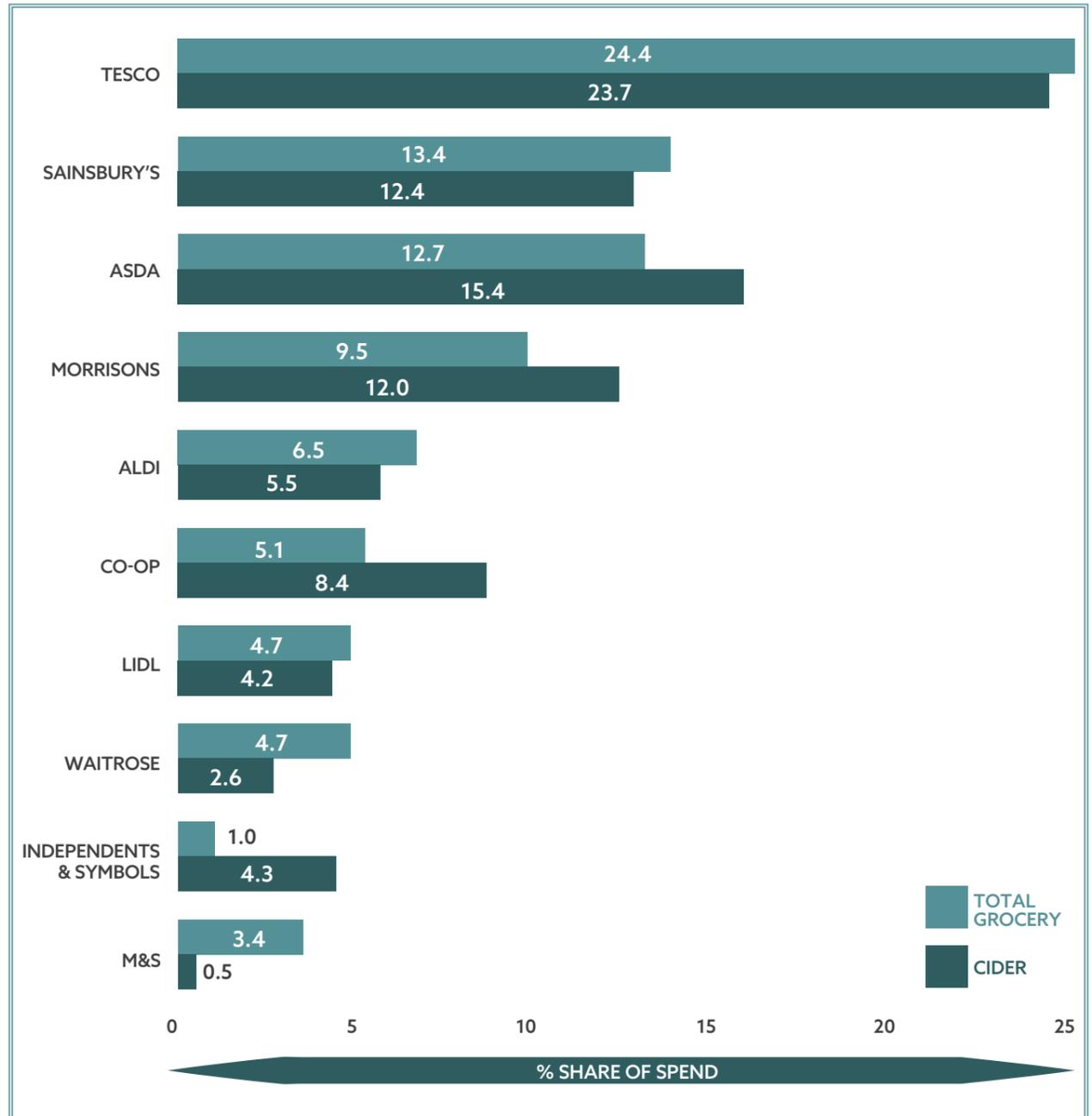
Aldi & Asda have the youngest shoppers with over 35% being aged under 45. Independents & Symbol have the oldest shopper. Co-op also has a slightly older profile than total cider.



### RETAILER % CIDER MARKET SHARE VS % TOTAL GROCERY SHARE

Relative to total grocery, the convenience channel is more important in cider as seen in Co-op and Independents & Symbols' overtrades. Co-op has 8.4% share of cider compared to 5.1% share of total grocery. With convenience being so important to the category it's key that convenience retailers offer a comprehensive range to maximise sales and maintain share of the cider market.

Of the big four retailers, Asda and Morrisons have a big overtrade on cider whereas Tesco and Sainsbury's undertrade. Tesco did have a slight overtrade a year ago, but we have seen this erode slightly. Both Aldi and Lidl have seen their share increase since the last report; Aldi from 5.4% to 5.5% and Lidl from 3.8% to 4.2%, however both still undertrade vs. total grocery.

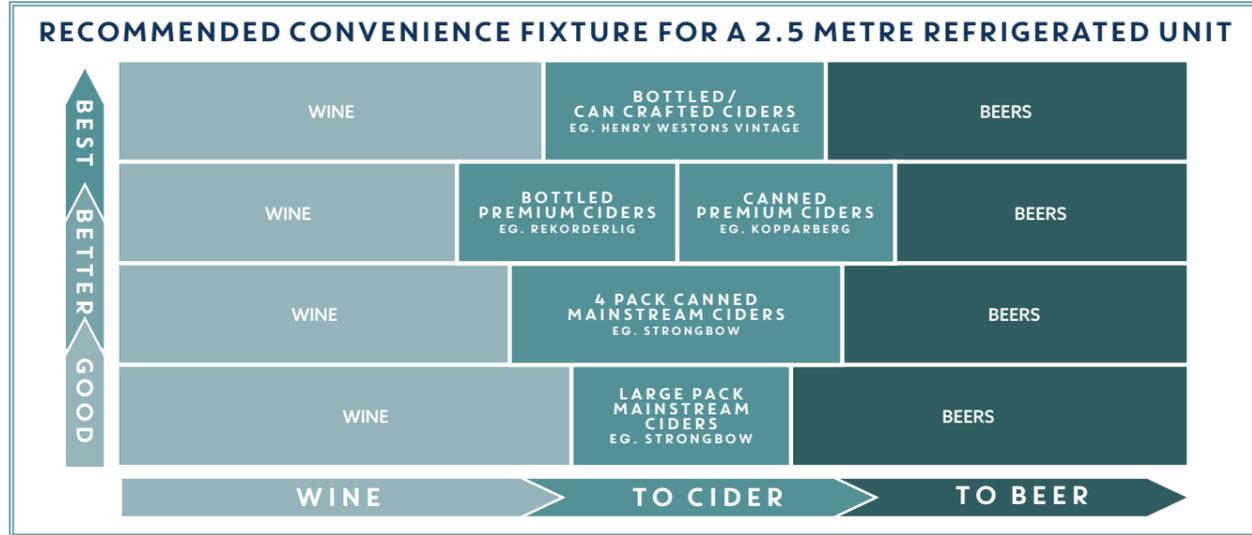


## CONVENIENCE STORES

Typically, a convenience store will have a 2.5 metre refrigerated unit for beers, wines and cider, and cider will command only a quarter to a third of the space available, so space is at a premium. Retailers and store managers need to take care stocking to ensure the available space is optimised.

Ensure out of stocks are minimised by stocking a limited range of the best sellers with at least two facings per product, more for signpost brands, rather than trying to fit in one pack unit of as many ciders as possible. This not only improves availability it also minimises staff time spent re-filling shelves. Fruit cider is currently a third of total cider, it should therefore take up around a third of cider fixture space.

As minimum unit pricing is rolled out many packs will become unviable, retailers should consider moving away from PET value ciders and use the space at the bottom of the fridge for larger packs of the best-selling mainstream formats.



## SUPERMARKETS

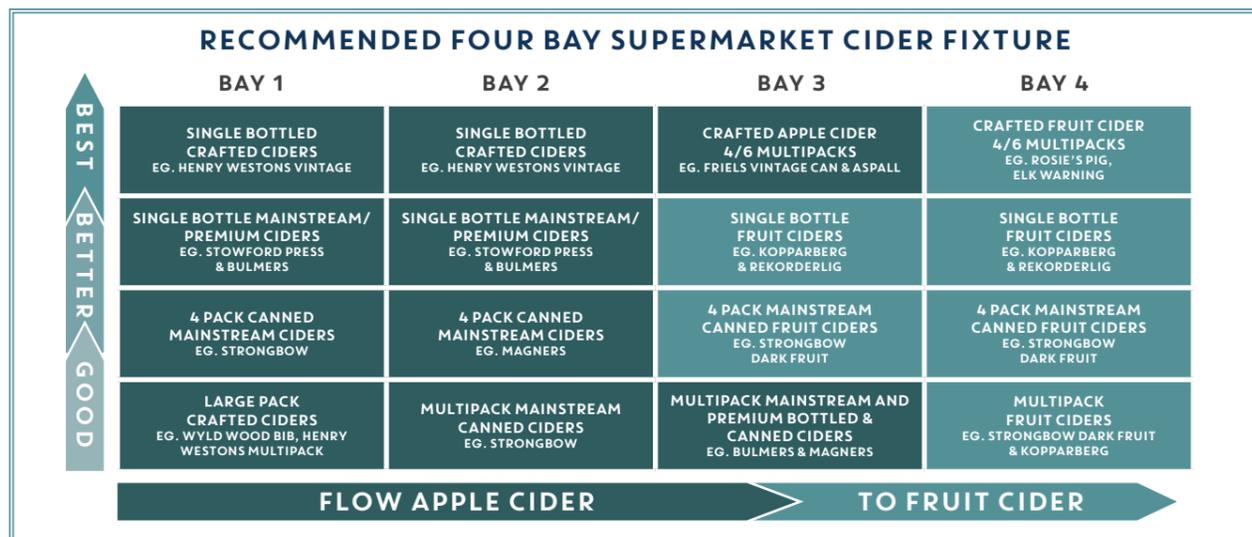
Typically, the average UK supermarket has four bays for a cider fixture, therefore the recommendations are based on four bays of cider. In terms of adjacencies where the beer fixture flows into cider, placing premium bottled ales next to crafted cider can create a premium drinking destination and will aid cross shopping between the two.

Follow bottom shelf to top shelf good-better-best, however ensure that the bulk packs are on the bottom shelf for the consumer's ease of pack handling. Crafted cider is in growth, while value formats are in decline therefore surrender space for PET value formats for larger pack crafted ciders on the bottom shelf.

Apple cider is still the dominant cider type, and this should be reflected in the ranging. A space split of about two thirds apple and one third fruit is reflective of current sales. Avoid duplication, particularly within flavours of fruit cider, rather use the space to increase facings of the best performing lines to reduce out of stocks.

Within crafted cider, 330ml single cans have seen range extensions into multipacks of 4 or 6, improving the value proposition for the shopper and adding newness and excitement to the fixture with an improved opportunity for branding vs. the space on a single can. These should be afforded space in a supermarket, and the single can ranged where space is more limited i.e. in Convenience.

Low and no alcohol cider is typically merchandised separately alongside other low and no alcohol products such as wine and lager. This works well as a destination shop and we would recommend this rather than including low and no alcohol cider on the parent fixture.



Cider apples make up about half of all apples grown in the UK, most of which due to their acidity and tannin content are not suitable for eating and are as a result grown exclusively for cider making. There are four types of cider apples used in cider making - bittersweets, bittersharp, sweets and sharps.

These apple categorisations are based on an assessment of the acidity and tannin levels in an apple variety. Tannin delivers the dry 'black tea' flavour note in cider and helps create the amber colour, while acidity delivers the refreshing sharp notes in cider.

The artistry of cider making is concerned with the balance of acidity, tannin and sweetness to achieve a smooth rounded and well-balanced cider. At Westons, we blend all four of these cider apple types in our cider making to produce our range of ciders.

### BITTERSWEET



Classic cidermaking apples, they have low levels of acidity and high levels of tannin. These make up a large proportion of cider apples grown and as a result are the backbone of many UK produced ciders, delivering a bite without too much acid. This allows the cider maker the opportunity to let the natural sweetness of the cider shine through.

#### TYPICAL VARIETIES

Brown Snout, Yarlington Mill, Dabinett (shown above)

### BITTERSHARP



Bittersharp have high levels of acidity and high levels of tannin. Their high acid content with the tannin back note ensures they deliver ciders with a sharp zesty pep and a snappy dry finish. Often, they are blended with bittersweets to balance out the cider.

#### TYPICAL VARIETIES

Porters Perfection, Foxwhelp (shown above), Kingstone Black

### SHARP



Sharps have high levels of acidity and low levels of tannin, the variety of sharps most will be familiar with would be the Bramley apple that is sold in supermarkets for apple pies and apple crumbles. Ciders made from sharps can deliver zesty fresh green notes with a light colour that give the cider an almost white wine like quality.

#### TYPICAL VARIETIES

Browns Apple, Bramley's Seedling (shown above), Katy

### SWEET



Sweets have low levels of acidity and low levels of tannin. Many of these apples are also what would be called 'eaters' or culinary apples. The lack of bitterness or sharpness in these apples allows the natural floral and herbal aromas to come through in the cider making process, giving the cider maker the opportunity to create ciders with light delicate notes.

#### TYPICAL VARIETIES

Typical Varieties: Ashmeads Kernel, Cox's Orange Pippin (shown above)



WESTONS  
CIDER  
REPORT  
2019

The fourth edition of  
**WESTONS CIDER REPORT**  
returns packed with insights  
and data on the key consumer  
and market trends for cider.

