

Global Hard Cider Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Hard cider, also known simply as cider, is an alcoholic beverage made from the fermented juice of apples. It is a popular alternative to beer and wine, offering a unique taste profile that appeals to a wide range of consumers. The market for hard cider has been experiencing steady growth in recent years, driven by various factors such as changing consumer preferences, increasing demand for craft beverages, and a growing interest in gluten-free options.

As of 2023, the global hard cider market is valued at approximately \$1.2 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 6.5% from 2024 to 2032. This growth can be attributed to several key drivers, including the rising popularity of craft and artisanal beverages, the expansion of distribution channels, and the introduction of innovative flavors and packaging formats.

One of the prominent trends in the hard cider market is the increasing demand for premium and craft ciders. Consumers are seeking high-quality products with unique flavors and ingredients, driving growth in the artisanal cider segment. Craft cider producers are focusing on small-batch production, using locally sourced apples and experimenting with different fermentation techniques to create distinctive offerings that appeal to discerning consumers.

Another trend shaping the market is the growing interest in flavored ciders. Manufacturers are introducing a variety of flavors such as berry, citrus, and spice-infused ciders to cater to diverse consumer preferences. These flavored ciders are attracting new consumers to the category and expanding the market beyond traditional

cider drinkers.

Additionally, the rise of cider tourism is influencing market dynamics, with cideries becoming popular destinations for travelers seeking unique tasting experiences. This trend is driving regional growth in key markets such as the United States, the United Kingdom, and Australia, where cider tourism has become a significant contributor to local economies.

In terms of regional market distribution, the United States is the largest market for hard cider, accounting for a significant share of global consumption. The dominance of the U.S. market can be attributed to the presence of established cider brands, a growing number of craft cider producers, and a strong culture of cider consumption in regions such as the Pacific Northwest and New England.

In conclusion, the hard cider market is poised for continued growth driven by factors such as the popularity of craft beverages, the demand for unique flavors, and the emergence of cider tourism. To capitalize on these trends, cider producers should focus on innovation, quality, and experiential marketing to attract and retain consumers in a competitive market landscape.

This report provides a deep insight into the global Hard Cider market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Hard Cider Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Hard Cider market in any manner.

Global Hard Cider Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Boston Beer

Farnum Hill

Shacksbury

Seattle Cider

E-Z Orchard

Farmhaus Cider

Vander Mill

Austin Eastciders

Blake's Hard Cider

UrbanTree Cidery

Atlanta Hard Cider

Samuel Smith's Cider

Foggy Ridge Handmade Cider

Downeast Cider

Wolffer Estate

JK's Farmhouse Cider

Eve's Cidery

Redd's Hard Apple

ACE Pineapple

Westcott Bay Cider

Stella Artois Cidre

Angry Orchard

Woodchuck Amber

Golden State Cider

Rekorderlig

Schilling Hard Cider

Market Segmentation (by Type)

Canned

Bottled

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Hard Cider Market

Overview of the regional outlook of the Hard Cider Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Hard Cider Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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