

Cider Market Forecasts to 2032 – Global Analysis By Product Type (Apple Wine, Still Cider and Sparkling Cider), Source (Apple-Based, Perry (Pear-based), Mixed Fruit-Based and Other Sources), Packaging, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Cider Market is accounted for \$5.48 billion in 2025 and is expected to reach \$8.52 billion by 2032 growing at a CAGR of 6.5% during the forecast period. Cider is a refreshing alcoholic beverage made by fermenting the juice of apples, though pears and other fruits are sometimes used to create variations. It has a crisp, fruity flavor profile that varies from sweet to dry based on the type of apple and how it ferments. Cider, a versatile beverage that is enjoyed both casually and in gourmet pairings, has gained international recognition. It has historically been popular in places like the United Kingdom, France, and Spain. It is a versatile substitute for wine and beer because it can be still, sparkling, or flavored with spices and botanicals. Moreover, cider has cultural and historical significance in addition to its flavor, and it is frequently associated with regional customs and seasonal harvests.

According to the American Cider Association (ACA), Regional cider brand sales were up 2.9% in dollar sales year-over-year for Nielsen-measured off-premise channels for the 52-week period ending December 28, 2024.

Market Dynamics:

Driver:

Increasing health-conscious drinking and preferences for less alcohol

The global trend toward mind-full drinking and health-conscious consumption is one of the biggest factors propelling the cider market. Compared to beer and spirits, consumers are increasingly looking for beverages that are thought to be natural, gluten-free, and lower in calories. Cider is frequently thought of as a lighter and more refreshing choice because it is mainly made from fermented apple or pear juice. This trend is further supported by the rising demand for alcohol-free and low-alcohol varieties, particularly among Gen Z and millennials who value moderation. Additionally, cider is ideally suited to the healthier lifestyle movement owing to additional marketing that emphasizes fruit origins, nutritional appeal, and wellness positioning.

Restraint:

Excessive sugar and health issues

One of the main obstacles to cider's increasing popularity is the worry about its high sugar content and related health hazards. High amounts of sugar are added to many mass-produced ciders in order to increase their sweetness and flavor. Customers are hesitant as they become more health conscious, especially those who are watching their sugar intake or taking care of diseases like diabetes and obesity. Cider prices and sales have been directly impacted by the introduction of sugar taxes on beverages by governments in a number of nations. Despite the availability of light and low-sugar varieties, cider's popularity may be restricted due to its association with sugar, particularly when contrasted with other options such as hard seltzers or low-calorie beers.

Opportunity:

Growing interest in alcohol-free and low-alcohol drinks

The increasing demand for low%- %and no-alcohol options by consumers presents one of the cider market's biggest opportunities. Many consumers are searching for beverages that offer social enjoyment without the health risks associated with excessive alcohol consumption, as "mindful drinking" has become a global trend. Manufacturers of cider can profit by developing novel low-ABV or zero-alcohol varieties that maintain flavor and refreshment. Furthermore, this fits in with tighter government laws regarding alcohol use in addition to expanding the consumer base to include younger audiences and health-conscious people. Purchasing non-alcoholic cider lines may open up new markets and result in consistent demand expansion.

Threat:

Increasing competition from alternatives

Cider faces a growing threat from a variety of alternatives, such as premium non-alcoholic beverages, flavored beers, hard seltzers, and ready-to-drink cocktails. Because hard seltzers meet the needs of calorie-conscious, health-conscious consumers, they have a sizable global market share. Because these substitutes frequently have larger distribution networks, more robust marketing budgets, and more popular brand images, cider finds it challenging to stay visible. Furthermore, in social contexts, infused spirits and cocktails are seen as more adaptable and aspirational. If cider companies don't set themselves apart with creativity and powerful branding, they run the risk of losing market share to more rapidly expanding alternatives that are viewed as more stylish or contemporary.

Covid-19 Impact:

The worldwide cider market was affected by the COVID-19 pandemic in a number of ways, including new opportunities and challenges. On the one hand, lower sales in on-trade channels, lower production capacity, and distribution delays were caused by lockdowns, prohibitions on bars and restaurants, and supply chain disruptions. Due to their reliance on pub culture and local events, many small-scale craft cider producers experienced financial strain. Conversely, the pandemic hastened the growth of direct-to-consumer and e-commerce channels, as more people buy cider online and try out new flavors at home. This digital transformation has helped cider recover and expand since the pandemic.

The sparkling cider segment is expected to be the largest during the forecast period

The sparkling cider segment is expected to account for the largest market share during the forecast period. Sparkling cider is the most popular because it is effervescent and refreshing, making it a popular choice for customers looking for a lighter option than wine and beer. Its adaptability increases its market penetration by making it popular for both celebratory and casual drinking. Strong branding, widespread supermarket availability, and notable flavor innovation—such as berry, tropical, and botanical blends—are all advantages for this market. Furthermore, contributing to the steady growth, especially in North America and Europe, is the premium positioning of sparkling cider in both craft and mass-market varieties.

The eco-packaging segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the eco-packaging segment is predicted to witness the highest growth rate. Eco-friendly packaging solutions are being adopted at a rapid pace due to rising consumer demand for sustainable products and environmental awareness. To satisfy legal requirements and environmentally conscious consumer demands, producers are moving more and more toward recyclable materials, biodegradable containers, lightweight packaging, and reduced-plastic designs. Younger consumers are particularly drawn to eco-packaging since they frequently give sustainability top priority when selecting brands. Moreover, this market is growing rapidly and changing the way cider is marketed and consumed globally as a result of governments supporting green initiatives and businesses using eco-friendly packaging as a differentiator.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, driven by its established production traditions in nations like the UK, France, and Spain, as well as its long-standing cultural association with cider consumption. Due to its robust pub culture, wide range of products, and consumer preference for both mainstream and craft varieties, the UK alone supplies a sizable amount of the world's demand. The region's dominance is further reinforced by Spain's traditional "sidra" and France's high-end artisanal ciders. Additionally, Europe also gains from strong distribution systems, ongoing flavor advancements, and beneficial farming methods. Europe continues to lead the global cider market owing to this blend of innovation, tradition, and accessibility.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by urbanization, the expansion of Western drinking customs, and growing disposable incomes. Cider's fruity, refreshing flavor appeals to younger consumers who are increasingly looking for alternatives to beer and spirits in nations like China, India, Japan, and Australia. Cider's accessibility in the area has been further enhanced by the quick growth of contemporary retail chains, pubs, and bars, as well as the rise in e-commerce. Furthermore, international brands are expanding into these markets with regional flavors and creative packaging, and craft manufacturers are starting to appear to satisfy changing consumer demands, which is fueling steady, rapid growth.

Key players in the market

Some of the key players in Cider Market include Heineken N.V., Anheuser-Busch InBev, Molson Coors Beverage Co., Carlsberg Group, C&C Group Plc, Asahi Group Holdings, Kopparbergs Brewery, Aston Manor, Boston Beer Co., Seattle Cider Co., Westons Cider, Thatchers Cider, Hogan's Cider, Woodchuck Cidery, Vander Mill and Diageo.

Key Developments:

In February 2025, Brewing giant Anheuser-Busch InBev and International Olympic Committee (IOC) have extended their top-tier sponsorship agreement through to 2032. AB InBev initially signed up for the IOC's The Olympic Partner (TOP) programme ahead of last year's Olympics in Paris, with the initial deal scheduled to run through 2028. The company said sales of Corono Cero increased by triple-digits during the third quarter of 2024 owing to the brand's association with the Games.

In January 2025, Molson Coors Beverage Co. is set to acquire an 8.5% stake in UK-based tonic and mixer maker Fevertree Drinks. The Coors Light maker has struck a deal to pay ?71m (\$88.3m) in cash for the shareholding as a part of what Fevertree has called a "long-term strategic partnership". As part of the agreement announced on the London Stock Exchange today (30 January), Molson Coors will manage the sales, distribution and production of Fevertree's products in the US.

In September 2024, Carlsberg is to set up a production plant in Kazakhstan as part of a new distribution deal in the country with soft-drinks giant PepsiCo. The Denmark-based brewer, which already bottles PepsiCo products in countries including Norway and Sweden, has won the contract for Kazakhstan and neighbouring Kyrgyzstan. The "strategic partnership" comes into effect on 1 January 2026. PepsiCo's previous distribution partner in both markets was RG Brands.

Product Types Covered:

Apple Wine

Still Cider

Sparkling Cider

Sources Covered:

Apple-Based

Perry (Pear-based)

Mixed Fruit-Based

Other Sources

Packagings Covered:

Glass Bottles

Aluminum Cans

Draught Dispensing

Eco-Packaging

Other Packagings

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience & Corner Stores

Online Direct-to-Consumer (D2C)

On-Trade

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
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Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

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Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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