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Cider Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type (Farm Cider, Traditional Cider, Real Cider, Craft Cider), By Packaging Type (Bottles, Cans), By Distribution Channel (Store-Based, Non-Store Based), By Region & Competition, 2021-2031F

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Abstracts

The global cider market is forecast to expand from USD 2.57 billion in 2025 to USD 3.42 billion by 2031, achieving a compound annual growth rate of 4.89%. Defined as an alcoholic beverage produced through the fermentation of apple juice with varying sweetness and carbonation, its growth is primarily driven by increasing consumer demand for gluten-free and lower-calorie alternatives to beer, alongside a consistent preference for natural, verifiable ingredients. The market also benefits from broader appeal due to the availability of diverse fruit blends and botanical infusions. However, the sector faces considerable competition from the rapid proliferation of Ready-to-Drink (RTD) cocktails and hard seltzers, which aggressively target similar consumption occasions and attract younger demographics with extensive marketing and innovative formats. Nevertheless, the market demonstrates resilience in established regions, as evidenced by the UK hospitality sector, where cider generated over ?2 billion in on-trade value in 2025, according to the National Association of Cider Makers.

Market Driver

The market is significantly influenced by the growth of premium, artisanal, and craft cider segments, reflecting a consumer shift towards valuing quality, heritage, and provenance over cost. This "premiumisation" trend enables brands to command higher prices by emphasizing authentic production stories, such as local apple sourcing and

traditional methods, even during economic challenges. Consumers are increasingly choosing sophisticated "crafted" ciders as affordable luxuries over mainstream alternatives. For example, premium producer Thatchers reported a 16.3% turnover increase to ?203.9 million by August 2024, as documented by The Grocer in February 2025, significantly surpassing its budget-focused rivals. Furthermore, the introduction of innovative fruit, botanical, and exotic flavor profiles is vital for attracting younger consumers and competing effectively with ready-to-drink cocktails. Cider makers are expanding beyond apple and pear bases to offer blends like berry, citrus, and tropical infusions, catering to desires for variety and sweeter, more accessible tastes. This strategy helps maintain the category's relevance, as evidenced by a 2.1% sales uplift for flavored cider in the UK's off-trade sector, which now holds a 32% market share, according to Drinks Retailing in March 2025. Additionally, the American Cider Association noted a 2.9% value increase in regional cider brand sales in US off-premise channels for the 52 weeks ending December 2024.

Market Challenge

The global cider market's growth is significantly hindered by the aggressive expansion of Ready-to-Drink (RTD) cocktails and hard seltzers. These competing beverage categories directly target the same consumption moments, like outdoor social events and casual recreation, which were traditionally strongholds for cider. RTD brands effectively capture younger consumers by deploying substantial marketing budgets and continuously introducing novel flavor innovations, appealing to their preference for variety and convenience. This consumer migration directly cannibalizes cider's potential customer base, impeding the recruitment of new drinkers and stifling volume expansion in established markets. The economic repercussions of this intense competition are considerable, restricting revenue growth for existing producers and jeopardizing supply chain stability. The sector's financial performance is consequently limited by its struggle to attract new legal-drinking-age consumers against the formidable RTD influx. The National Association of Cider Makers reported that the cider category was valued at over ?3 billion in 2024, a valuation and an extensive agricultural network now at risk due to RTDs' sustained market share encroachment.

Market Trends

The market landscape is being fundamentally reshaped by a surge in low-ABV and dealcoholized cider variants, driven by increasing consumer demand for moderation and health-conscious beverage options. This trend signifies an advancement in fermentation technology, with producers employing techniques like reverse osmosis and vacuum distillation to preserve intricate flavor profiles while removing alcohol. This strategic adaptation ensures cider's relevance during periods such as "Dry January" and appeals to younger consumers who increasingly favor mindful drinking. The commercial success of this segment is clear, with value sales of low and no alcohol cider in the UK's off-trade sector growing by 26.4%, largely due to increased household penetration and engagement from younger demographics, as reported by Drinks Retailing in March 2025. Concurrently, a significant trend towards sustainable aluminum canning and eco-friendly packaging is redefining product formats. Manufacturers are transitioning from heavy glass bottles to lightweight, recyclable aluminum cans, which reduce transport emissions and the industry's carbon footprint. Beyond environmental benefits, this packaging innovation enhances portability, making cider more competitive with ready-to-drink cocktails for outdoor events, festivals, and casual gatherings where glass is often prohibited. This shift is yielding financial gains, with canned cider sales in US off-premise channels rising by 6.5% in value for the 52 weeks ending December 2024, significantly outperforming other packaging formats, according to the American Cider Association in February 2025.

Key Market Players

- Aston Manor Limited
- Bryant's Dry Cider LLC
- The Cotswold Brewing Company Ltd
- Heineken N.V.,
- Carlsberg Breweries A/S
- The Asahi Group Holdings, Ltd
- Seattle Cider Co
- Vander Mill.
- Thatchers Cider Company Ltd
- Minneapolis Cider Company

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Report Scope

In this report, the Global Cider Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Cider Market, By Type
  - Farm Cider
  - Traditional Cider
  - Real Cider
  - Craft Cider
- Cider Market, By Packaging Type
  - Bottles
  - Cans
- Cider Market, By Distribution Channel
  - Store-Based
  - Non-Store Based
- Cider Market, By Region
  - North America
    - United States
    - Canada
    - Mexico
  - Europe

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- France
- United Kingdom
- Italy
- Germany
- Spain

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea

South America

- Brazil
- Argentina
- Colombia

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE

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Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cider Market.

Available Customizations:

Global Cider Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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