

## **Cider Market 2017 Global Analysis, Opportunities and Forecast to 2022**

*Global Cider Market Information- Source (apple, pear, lime, cranberry, mixed fruit and others), by type (dry cider, sweet cider) by Forecast to 2022*

Global Cider Market Information- Source (apple, pear, lime, cranberry, mixed fruit and others), by type (dry cider, sweet cider) by Forecast to 2022 Pune, India - April 17, 2017 /MarketMedia/ --  
Market Highlights:

Cider is an alcoholic drink made especially from fruit juices of special varieties of fruits, containing alcohol around 6-8%. Cider is majorly made from apple, which is generally known as hard cider, and pear cider is known as Perry. Ciders originally belongs to Europe, but due to increasing globalization cider drinks are famous across the globe. Ciders have fruity and tarty taste, this refreshing taste is driving the market especially during summers.

Among various product line ciders has various application in various alcoholic beverages. Attractive and convenient packaging is one of the driving force for this market. Cider Market Due to the fruit content in cider, it provides vitamin C and antioxidants on consumption which helps in reducing the risk of heart disease and asthma. The recent trends of brew pubs and bars have boasted the sale of ciders. Globally, Cider market is growing at the rate of 3.5% during 2016 to 2022.

Major Key Players:

- o Bulmer (Scotland)
- o Stella Artois (Belgium)
- o Stella Artois (Belgium)
- o Pimm (England)
- o Carling (England)
- o Rekorderlig (Sweden)
- o Kopparberg (Sweden)

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Market Forecast:

Globally, there is huge demand for alcoholic drinks, due to increasing trends of pubbing from the younger population has increased the consumption of ciders. Apple and pear ciders are the best sellers among all the fruit ciders, however consumers are now open to taste various fruit flavors & with different combination.

Apple cider will dominate the market, however pear ciders will be highest growing segment during the forecasted period. Sparkling ciders has shown huge potential in the market, followed by sweet ciders as it contains antioxidants, phytochemicals such as phenolic, flavonoids, and carotenoids, these healthy dose of nutrients from cider is one of the key driving factors from this market. These factors will play a key role in the growth of cider market at the CAGR of 3.5% during 2016-2022.

Downstream Analysis-

The various natural flavored cider are in demand from various pubs and bars across the globe, as demand for alcoholic beverages has increased across the world. Rising popularity of organic cider and increasing purchasing power of consumer in developing countries like India and China is fueling the growth of cider market. Availability of different types of exotic fruit cider, is one of the factor driving the cider market. Rising number of women preferring ciders drinks, increasing application of cider in various alcoholic drinks is anticipated to drive the market during forecasted period.

Competitive Analysis:

- o The major key players in Cider market are

- o Bulmer (Scotland)
- o Stella Artois (Belgium)
- o Old Mout (New Zealand)
- o Pimm (England)
- o Carling (England)
- o Rekorderlig (Sweden)
- o Kopparberg (Sweden)

The global Cider market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these Europe region has the major market share. Emerging markets like India and China have been considered as potential markets for cider due to growing demand for alcoholic drinks.

#### Regional Analysis:

The global Cider market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these APAC region will highest growing market, but as cider is largely consumed in European countries, Europe will dominate the market. Canada, U.S., Australia and Japan are the major importers of cider in the world. Emerging markets like India and China have been considered as potential markets for cider due to growing demand for alcoholic drinks in recent years.

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The report for Global Cider Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.

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