



Euromonitor
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Cider/Perry in Germany

July 2025

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2024 DEVELOPMENTS

Growing product diversification helps cider/perry reach a wider audience

Two largest international players dominate but local brands gain share

Discounters remain a minor distribution channel despite making gains

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Cider/perry to target new consumers by following cocktails trends and competing against RTDs

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On-trade vs off-trade split

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Advertising

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DISCLAIMER

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