

# Cider/Perry in the United Arab Emirates

June 2024

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## Cider/Perry in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry is heavily promoted in December and January  
Emergence of non alcoholic cider/perry in the United Arab Emirates  
Cider/perry remains dominated by Strongbow in local market

#### PROSPECTS AND OPPORTUNITIES

Cider/perry is set to maintain healthy growth over the forecast period  
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