

# Cider/Perry in Finland

June 2024

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## Cider/Perry in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising maturity and strong competition erode sales

Perry benefits from flurry of new entrants

Healthy and reduced sugar variants seek to appeal

#### PROSPECTS AND OPPORTUNITIES

Players will attempt to inject interest into mature category through introduction of fresh and fruity options

Domestically-produced ciders offer further potential

Sustainability will continue as key trend

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