

# Cider/Perry in the Netherlands

June 2024

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## Cider/Perry in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider faces ongoing decline in the Netherlands  
Demand for cider is low and there is little marketing and promotion  
Non-alcoholic cider outperforms regular cider

#### PROSPECTS AND OPPORTUNITIES

No major investment expected for cider in the coming years  
Category in danger of collapse of distribution  
High quality niche brands may still do well, despite a gloomy outlook for the category overall

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