

# Cider/Perry in Portugal

June 2024

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## Cider/Perry in Portugal - Category analysis

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#### 2023 DEVELOPMENTS

Somersby leads as Bandida do Pomar gains share

Somersby 0.0 pear is the only non-alcoholic cider

Players invest in building on-trade sales

#### PROSPECTS AND OPPORTUNITIES

Search for fruited, sweeter and lower alcohol options benefits cider

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Average prices are set to rise in the category

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