

# Cider/Perry in China

June 2024

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## Cider/Perry in China - Category analysis

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#### 2023 DEVELOPMENTS

Cider/perry maintains high growth in 2023, benefiting from the popularity of low alcohol beverages  
Somersby experiences rapid growth and takes the leading position in cider/perry

#### PROSPECTS AND OPPORTUNITIES

Cider/perry is expected to maintain its high growth rates, although the category faces significant competitive pressure  
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