



# Cider/Perry in France

June 2024

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## Cider/Perry in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry sees a more stable performance despite declining sales  
On-trade sales continue on the path to recovery despite challenges  
Innovation and food pairing is back as competition remains highly consolidated

#### PROSPECTS AND OPPORTUNITIES

New clouds over the apple yards  
New players could help to rejuvenate the image of cider in France  
Still some hope for cider/perry but greater investment will be needed

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