



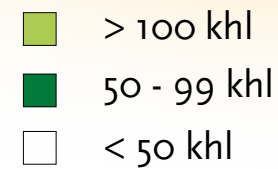
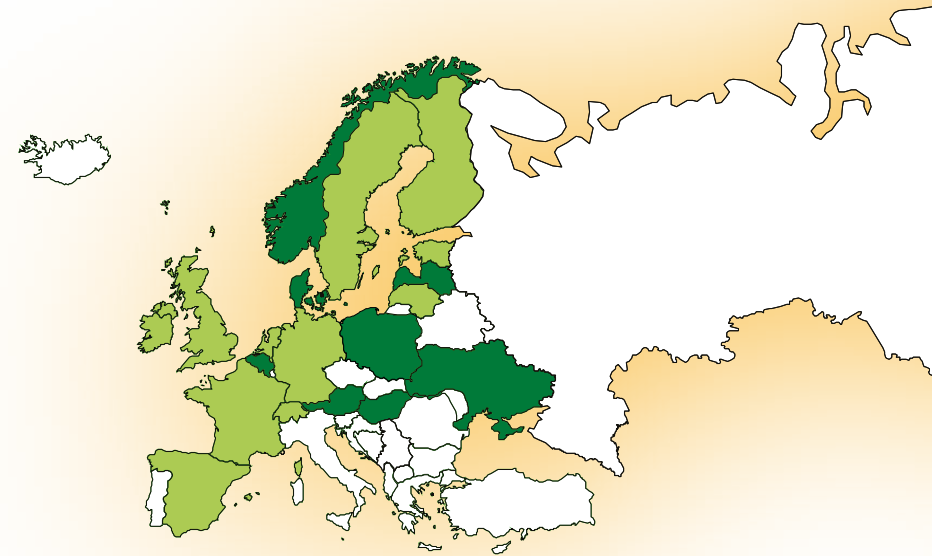
The European
Cider & Fruit Wine
Association

European Cider Trends 2015 Update



European Cider and Fruit Wine
Association, 2015

Key Cider Markets in Europe, 2014



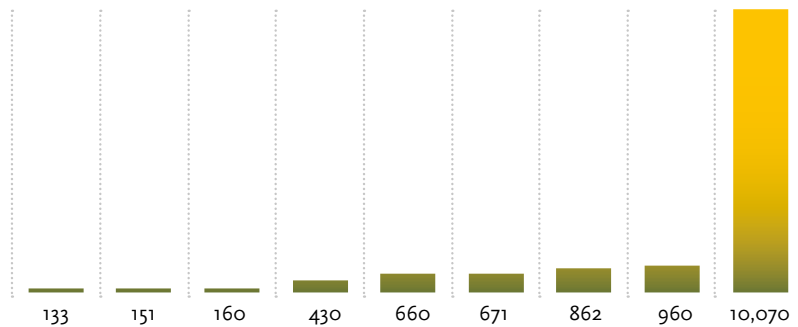
Cider* – Leading Markets

NL	Sweden	Lithuania	Finland	Ireland	Germany	France	Spain	UK
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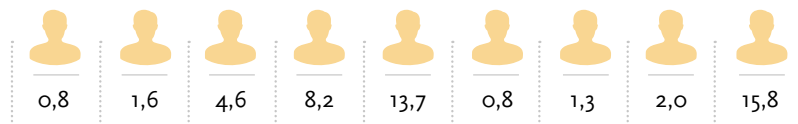
CAGR 2009 - 2014

29,2% 0,2% -1,8% -3,6% -0,6% 1,3% -1,6% -2,0% 0,9%

Volume in '000 HL 2014



Per Capita 2014



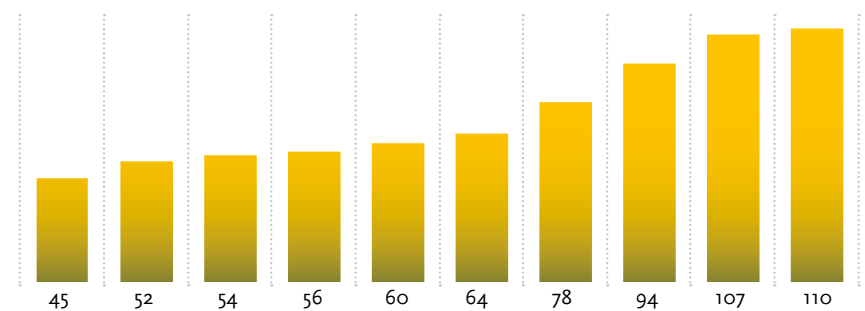
Cider* – Smaller Markets

Russia	Latvia	Ukraine	Poland	Hungary	Denmark	Austria	Norway	Switzerl.	Estonia
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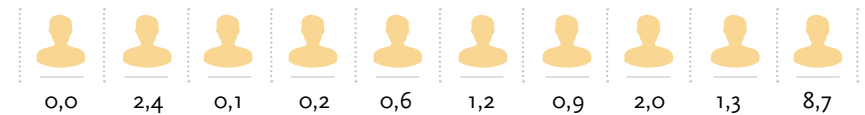
CAGR 2009 - 2014

65,7% 0,0% n/a n/a 33,0% -16,3% 3,2% 5,1% -1,9% 9,4%

Volume in '000 HL 2014

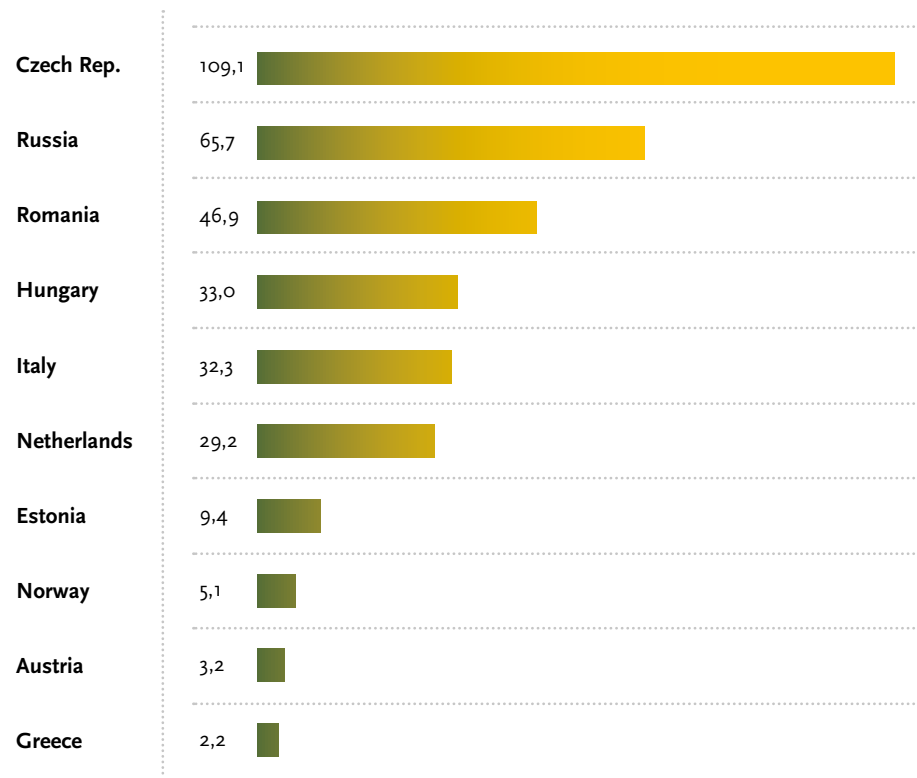


Per Capita 2014



Europe: Fastest Growing Cider Markets

CAGR (%) 2009 - 2014



Cider Is Still Predominantly European

Regional Share of Consumption, 2014

