NielsenIQ beverage alcohol vertical

What's happening with hard cider?

November 2022

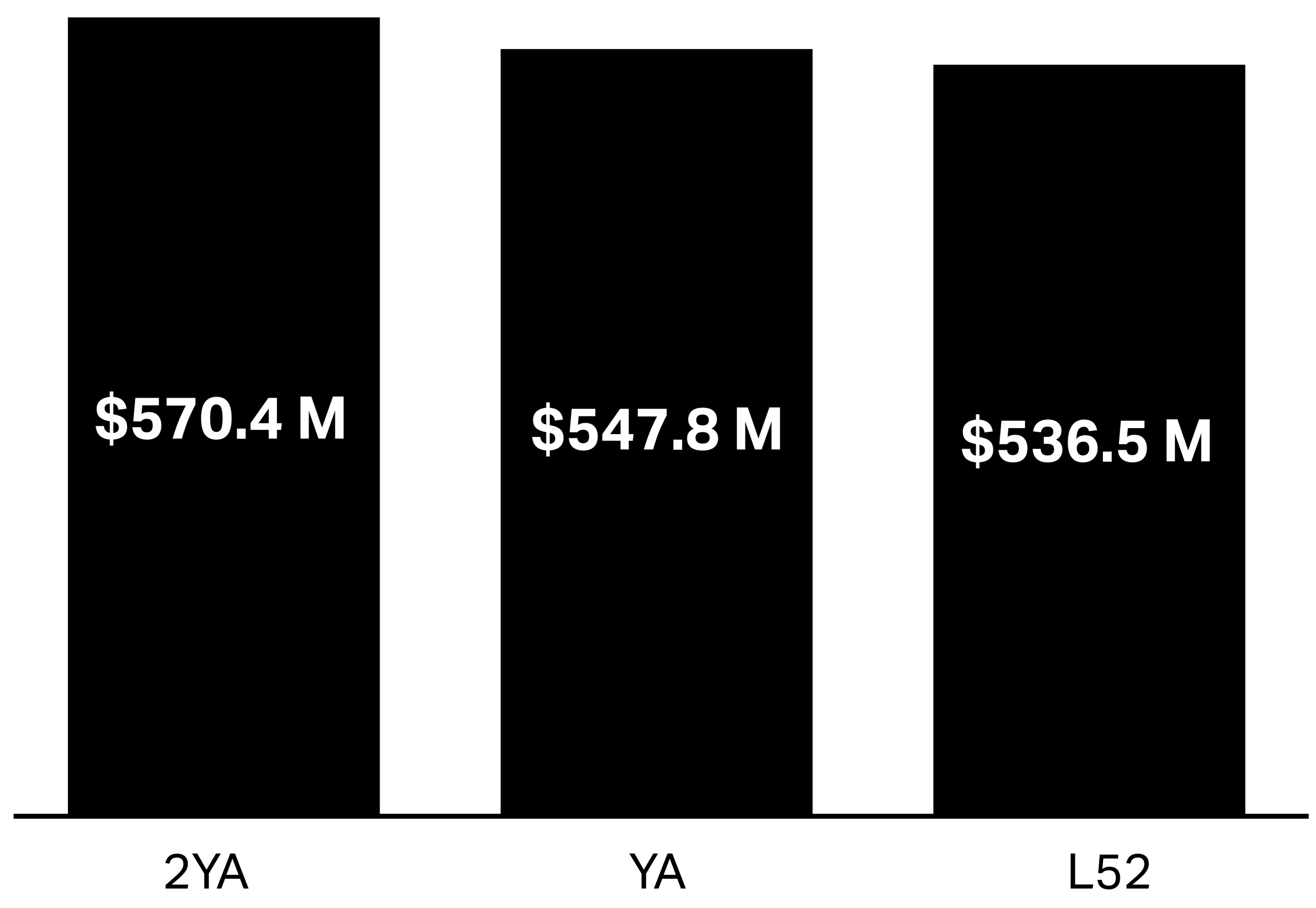
Hard cider performance

NielsenIQ measured off premise channels; latest 52 weeks ending 11/05/22

$536.5 M Dollars spent on hard cider

Hard cider is facing declines over the past year in the off premise, down -2.1%. When the L52 weeks is compared to 2YA, hard cider is down (-6.0%). Hard cider makes up **1.1% of total beer/FMB/cider dollar sales**. Regional/local hard cider brands historically outperform national hard cider brands, growing +5.7% (vs national cider brands declining -9.8%). **Regional/local brands capture a 54% of total hard cider sales**, but aren't growing enough to offset national brand declines.

Hard cider trended $ sales



-6.0%
vs 2 YA

Channel performance of hard cider ($ sales in millions & % change vs year ago)

$275.3 M	**$129.2 M**	**$87.8 M**	**$6.1 M**
-1.6%	+3.1%	-7.3%	-14.0%
Food	Conv	Liquor	Drug

Top 5 growing hard cider flavors & % chg vs YA

Ranked on L52 week dollar sales % chg vs YA

1	Cucumber	+3,960%
2	Blueberry	+241.4%
3	Passion fruit	+216.0%
4	Tea peach	+207.5%
5	Strawberry lemonade	+190.6%

Top growing attributes stated* on hard cider

Ranked on L52 week absolute dollar sales change vs year ago

1	Vegan	+$9.2 M
2	Made in USA	+$5.8 M
3	Recyclable	+$2.5 M
4	Natural positioning	+$1.9 M
5	Free from artificial sweeteners	+$0.6 M

*Powered by NielsenIQ Product Insight

NielsenIQ

Insights powered by NielsenIQ scan data