

The European Cider and Fruit Juice Markets at a glance

PROGNOSFRUIT 2019

Alden Biezen - B

AICV European Cider and Fruit Wine Association

Founded in 1968
Membership

AICV



What is Cider?

Cider is an alcoholic beverage obtained only by the complete or partial fermentation of:

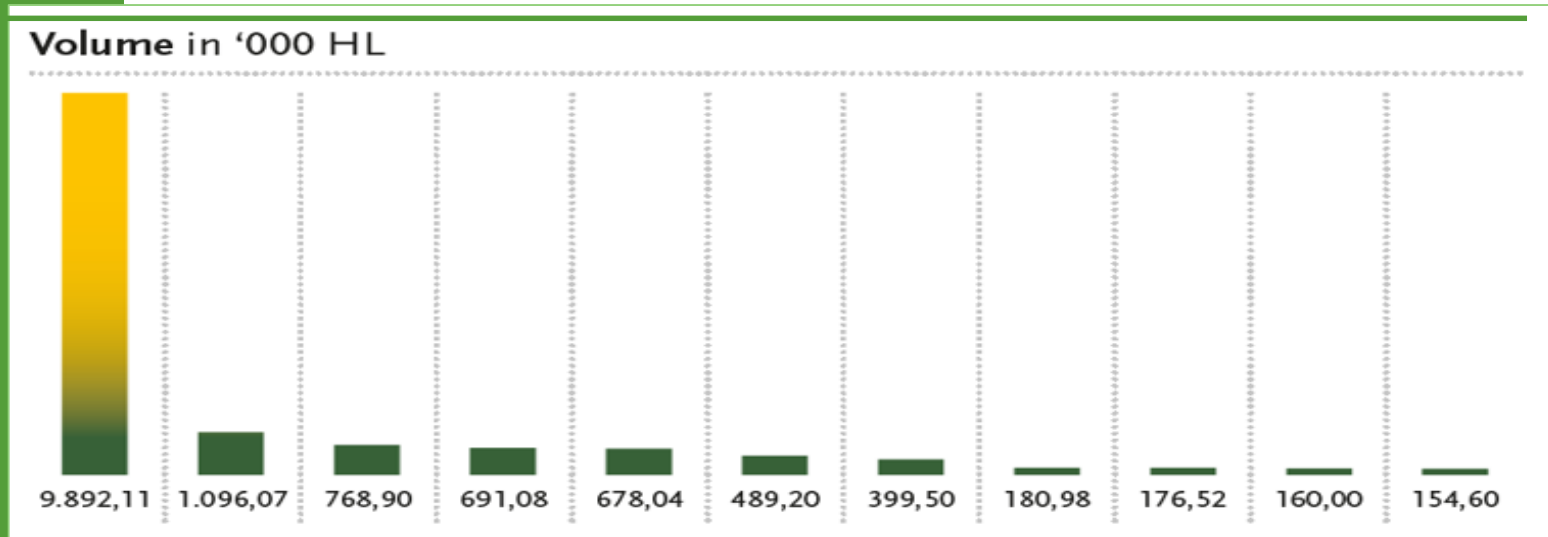
- the juice of fresh apples, or
- the reconstituted juice of concentrate made from the juice of apple, or
- a mixture of the above

The product will have in general an alcohol content within the range of 1,2 % to less than 8,5% alcohol by volume (ABV), and should remain the character of fermented apple juice. Adding distilled alcohol is forbidden

The European Cider Market

Although considerably smaller than the wine, beer, or spirits industries, it is a fact that in recent years in some EU countries cider and fruit wines have enjoyed one of the fastest growth rates of all alcoholic beverages, underlining the continuous popularity of fermented fruit drinks down the ages

Cider in Europe Leading Markets 2016



	UK	Spain	France	Ireland	Germany	Poland	Finland	Russia	Ukraine	Czech Rep.	Sweden
Per Capita	14.98	2.36	1.15	14.67	0.82	1.28	7.22	0.13	0.39	1.51	1.53
5yr Change	0.5	2.4	-1.8	1.6	.03	37.4	-2.2	82.3	30.2	121.5	-.1

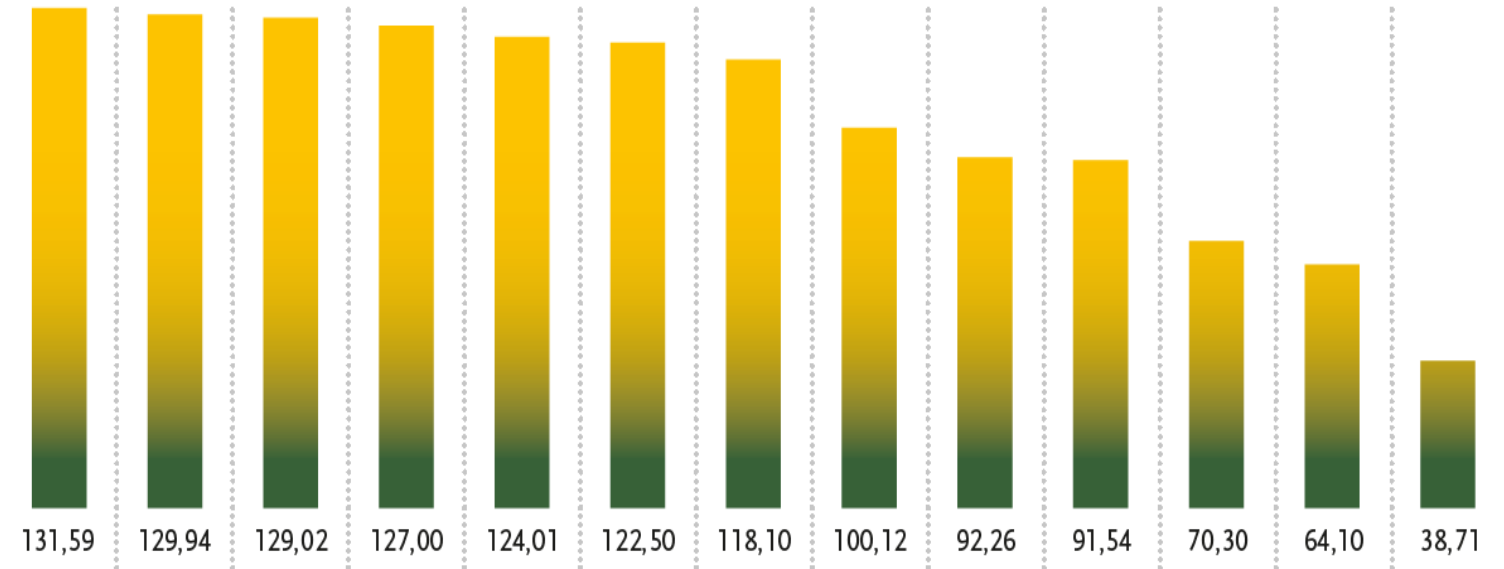
Cider in Europe Smaller Markets 2016

Lithuania Bulgaria Romania Portugal Switzerland Netherlands Norway Austria Latvia Estonia Hungary Denmark Belgium

5yr CAGR 2011 - 2016

-8,12% 69,93% 112,18% 45,31% 2,52% 25,59% 6,89% 7,63% 14,49% -2,16% 15,70% -3,48% 8,84%

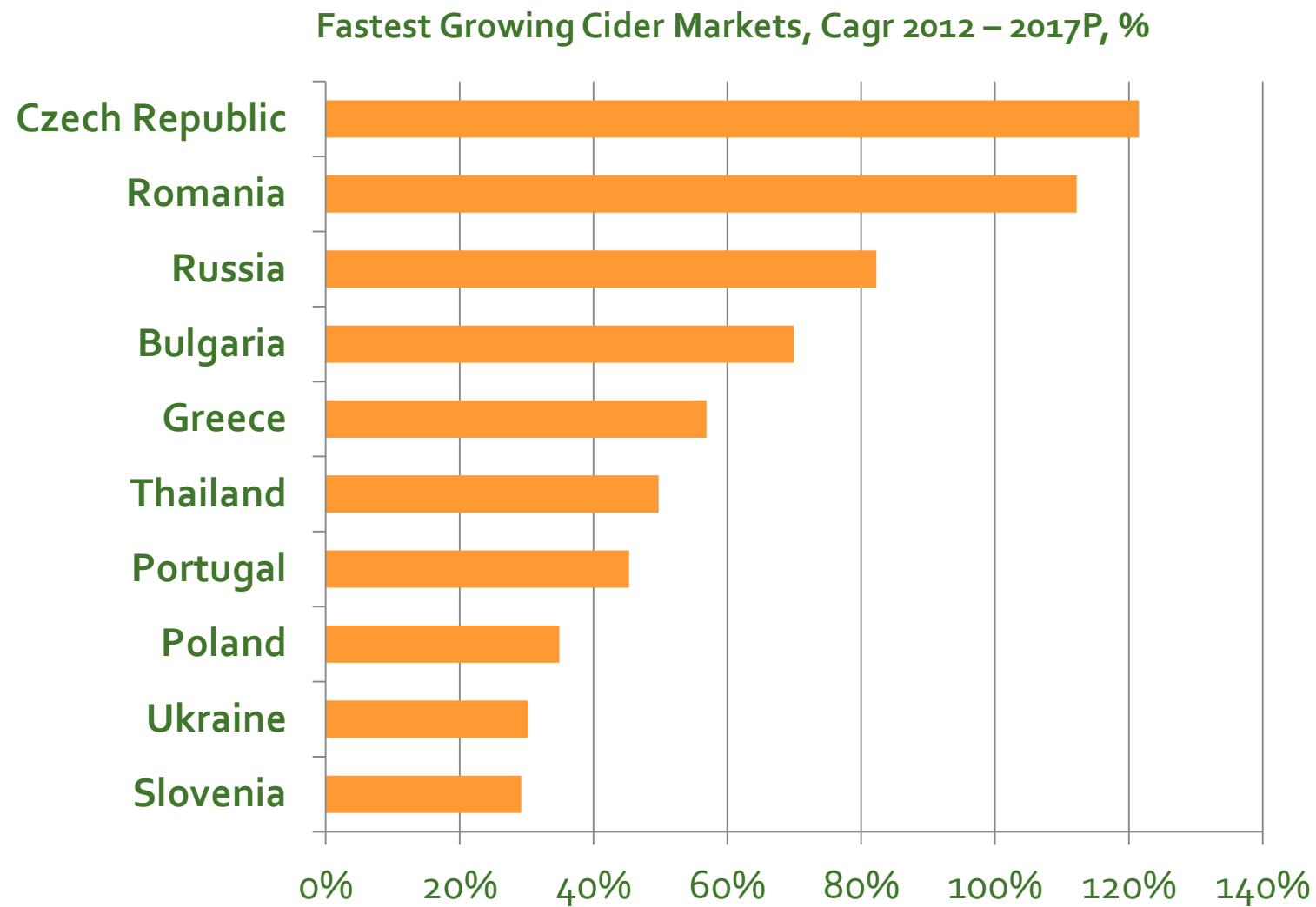
Volume in '000 HL



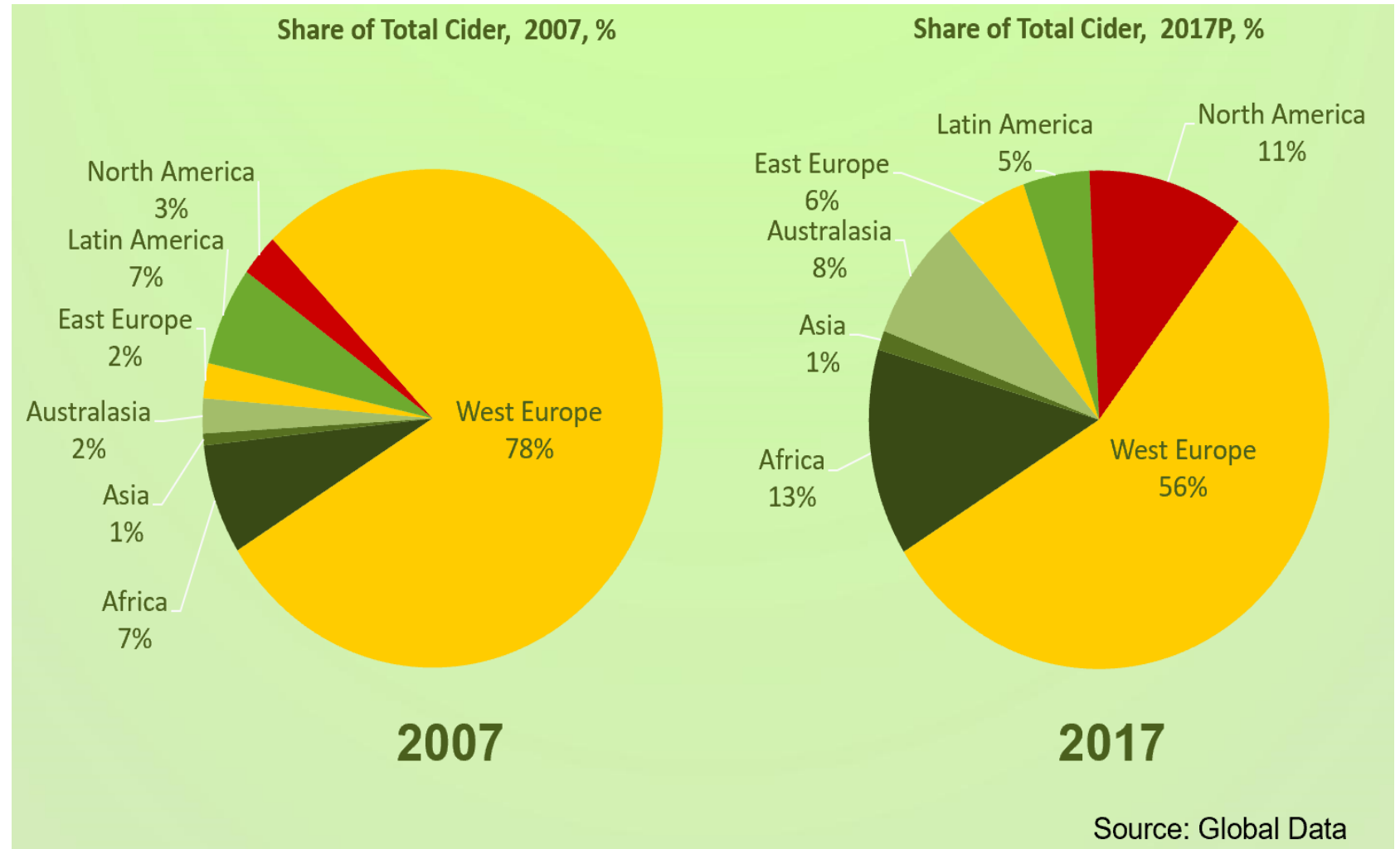
Per Capita



Fastest Growers

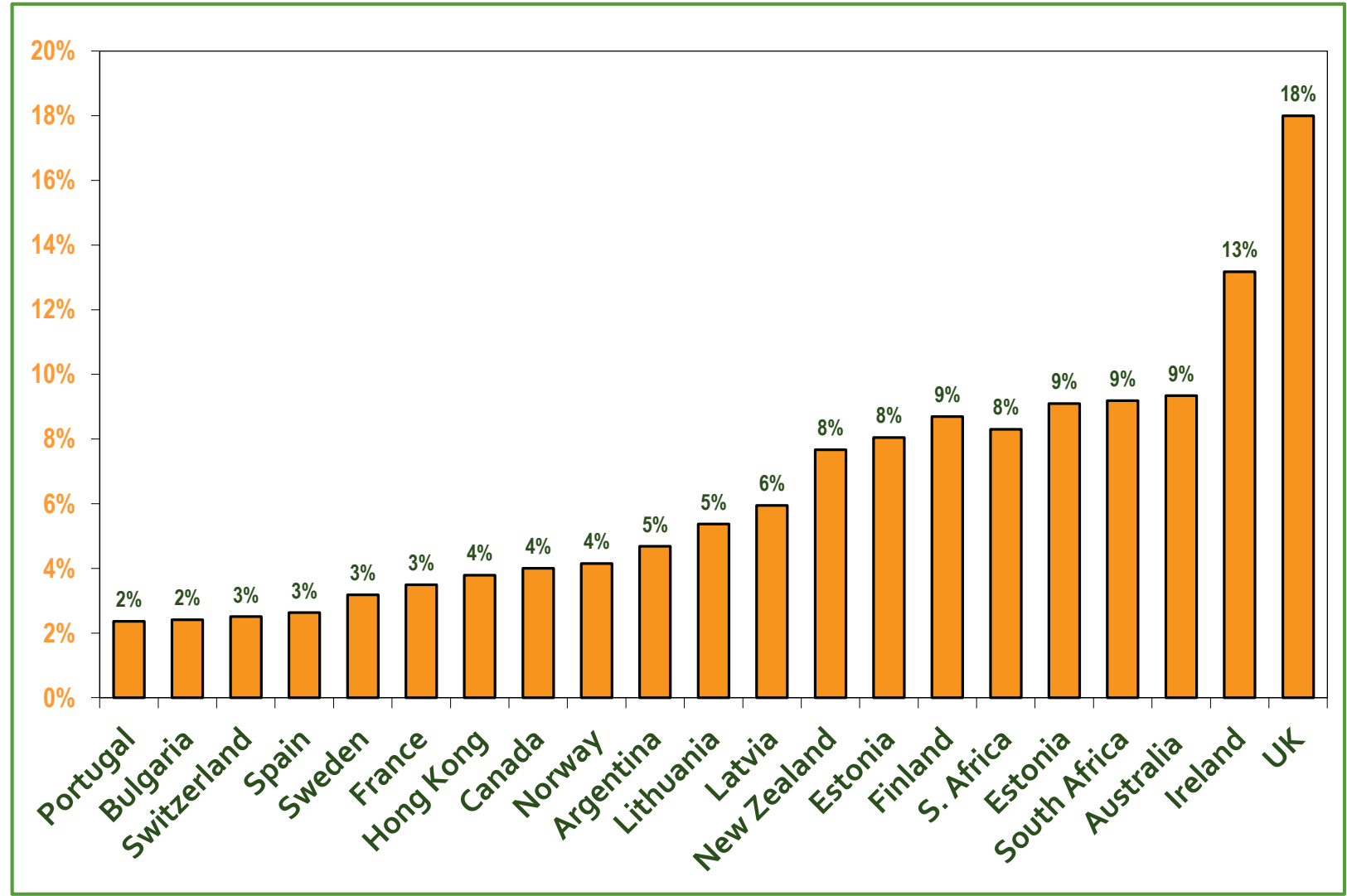


THE GLOBAL MAP OF CIDER CONSUMPTION IS CHANGING



Still small
compared to
Beer

Cider as
equivalent of
Beer market
2017

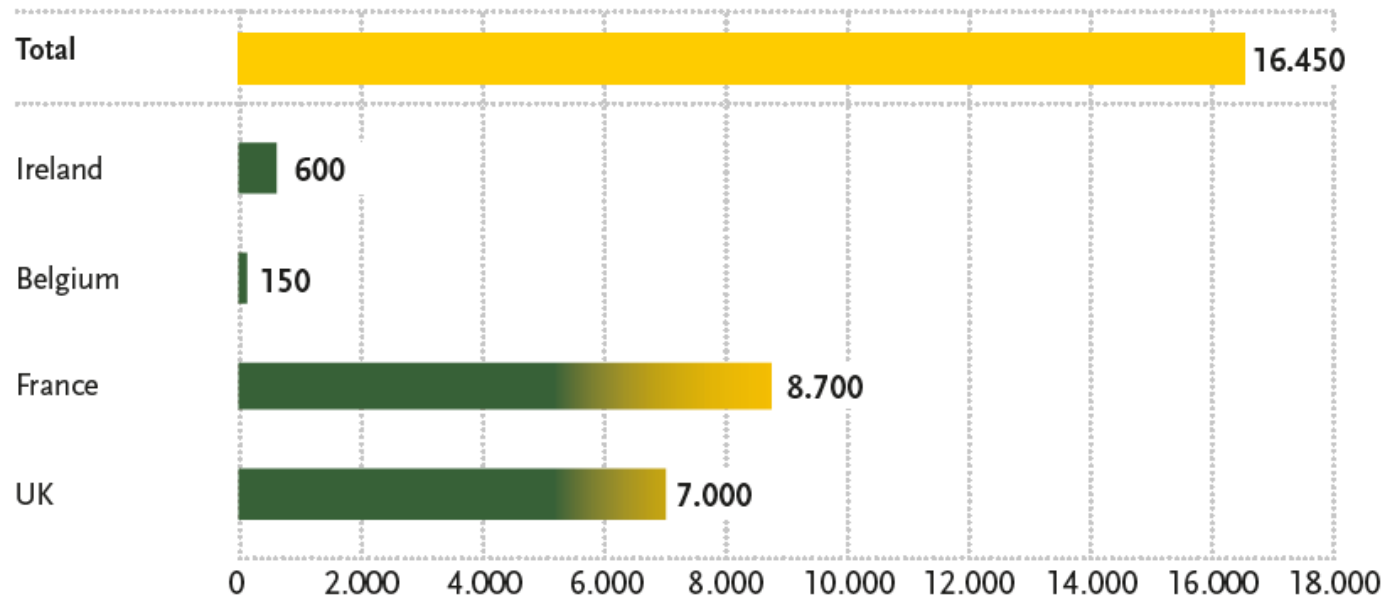


Raw Materials use



More than 1.000.000 tons of apples were processed for the cider industry in 2017 from which around half (485.000 tons) are specific cider apples. Most varieties are bittersweet

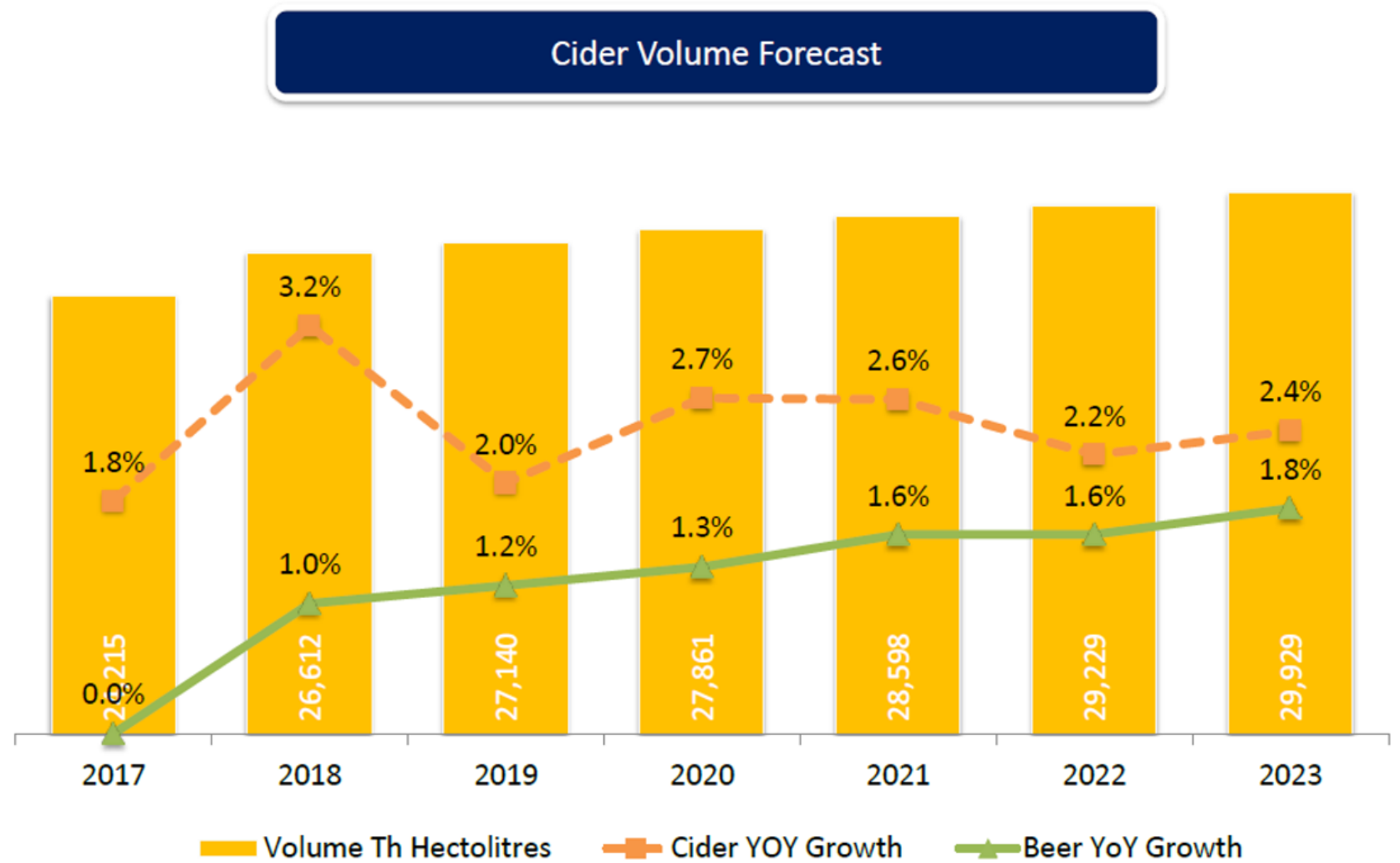
Area of Cider Apples Orchards - bush orchards (in hectares)



Based on WAPA 2018 EU apple crop of 12.61m tons, the estimated % of apple crop used for cider making is about 7.6%.

Market Forecast

Global data



AIJN European Fruit Juice Association

Founded in 1962

Members

Full & Affiliated



EU

100 % Juice
consumption in
million l

2010 – 2018

7.155 – 5.894


Change: - 17,6 %

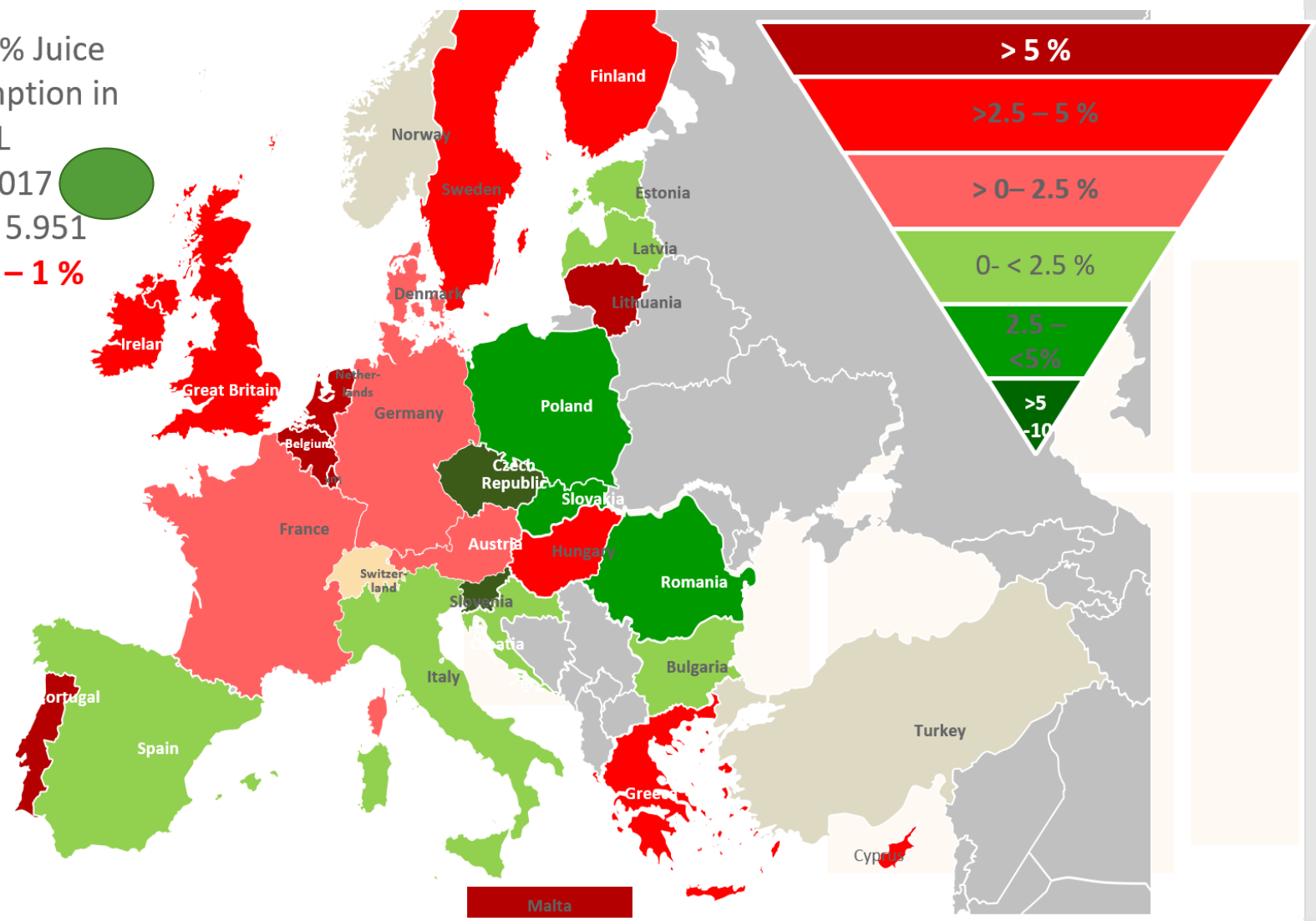


EU
100 % Juice
consumption
in million l

2016 – 2017
6.007 – 5.951
Change: - 1 %

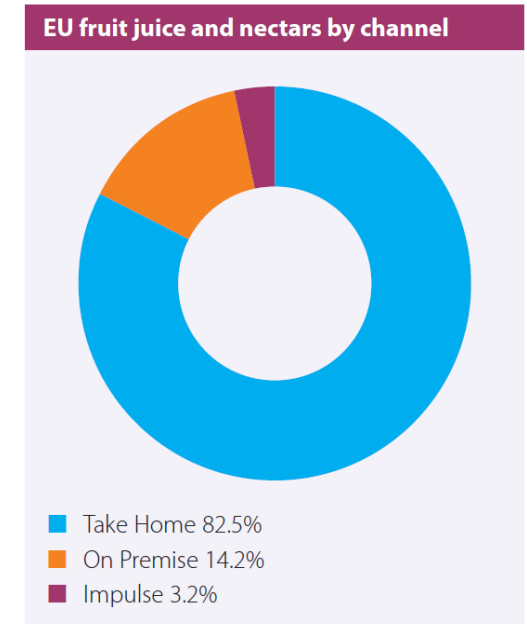
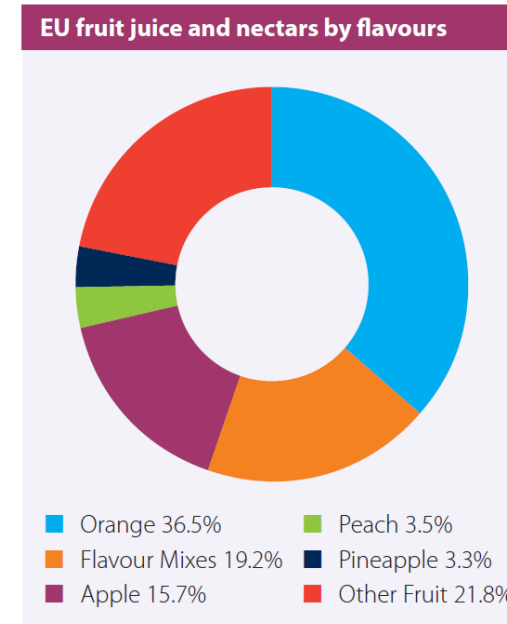
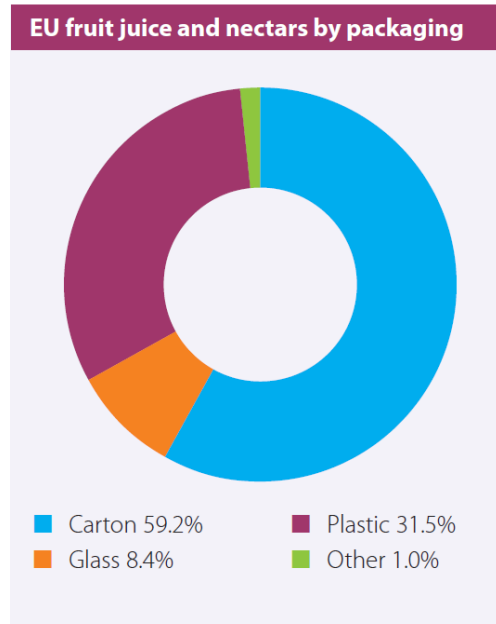
2017 – 2018
5.951 - 5.894
Change: - 1%

EU 100 % Juice
Consumption in
million L
2016 -2017 
6.007 - 5.951
Change - 1 %



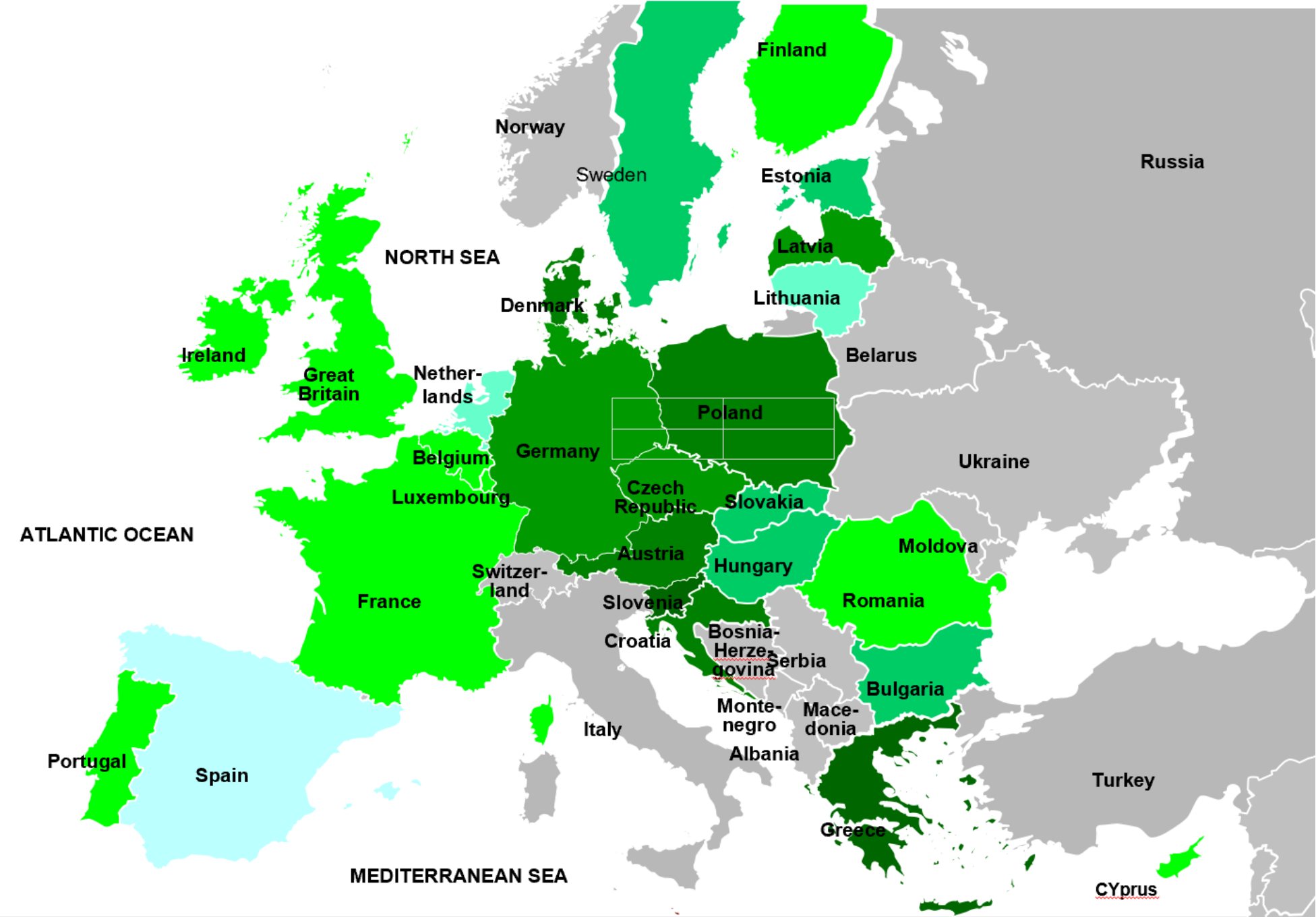
Apple flavor
in total EU Juice
and Nectars
consumption is
15,7%

100 % Juices
represent 65 % of
the total
consumption or
5.894 million l

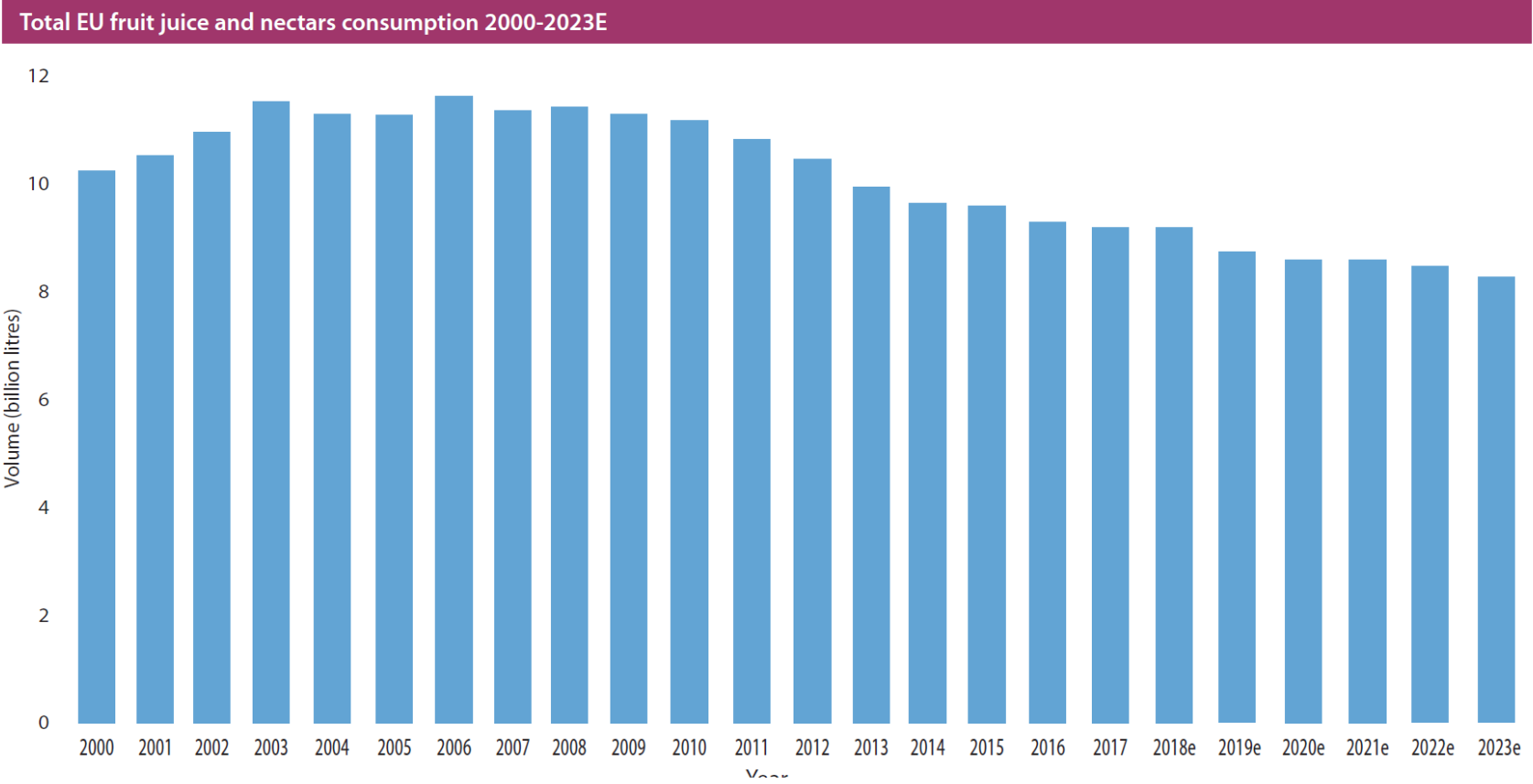




APPLE flavor in J & N in EU countries



FORECAST
EU
JUICE & NECTAR
CONSUMPTION





Thank you
for
your attention

www.aijn.eu

www.aicv.org