



Cider/Perry in Italy

June 2025

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2024 DEVELOPMENTS

Innovation and increasing distribution boosts sales of cider/perry in 2024

Melchiori remains on top but loses share to premium products

Hypermarkets lose share amid increasing competition from retail e-commerce

PROSPECTS AND OPPORTUNITIES

Increasing availability set to drive sales of cider/perry over the forecast period

Distribution set to expand across most channels as demand increases

Cider/perry expected to win share at the expenses of beer in the on-trade channel

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