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The Grocer Guide to...

The Grocer

# Beer & cider



## Analysis

# Fewer rounds, bigger spending occasions

People are drinking less. They're also spending more when they do, trading up faster than ever and choosing cider over lager

For three years, the cultural narrative around alcohol has been almost too clean to question. Consumers are drinking less. Gen Z is drinking on its own terms. Dry January has gone year-round. 2.2 million more people embraced moderation between 2016 and 2023<sup>1</sup>, with 41% of Britain's total adult population now actively trying to drink less alcohol and more than half of 18- to 34-year-olds saying the same<sup>2</sup>. Meanwhile around half of UK beer, wine and cider drinkers now say they are consuming less than they were a few years ago<sup>3</sup>.

A March 2026 study from UCL's Centre for Longitudinal Studies, drawing on nearly 10,000 UK adults born between 2000 and 2002 – found that 68% of Gen Z 23-year-olds had binge-drunk in the past year<sup>4</sup>, with 29% doing so at least once a month<sup>5</sup>. Rates of regular

binge-drinking among the cohort have tripled since their late teens and now sit slightly higher than those reported by millennials at the same age<sup>6</sup>. As lead author Dr Aase Villadsen put it, “recent reports have suggested that young people are increasingly turning their backs on drinking alcohol compared to earlier born generations. However, our new study appears to show that this might not be the case for some members of Gen Z as they reach their early 20s.”

This isn't a paradox. Drinkers – younger ones in particular – are not abstaining. They are concentrating. Drinking happens less often, more deliberately and around occasions that justify it. In 2026, the key is to flex credibly between moderation and commitment and the off-trade is, quietly, already doing exactly that.

## The state of the fixture

That dual demand is showing up across the category. World beer now accounts for 33.8% of the total UK beer category by value<sup>7</sup>, with premium imports continuing to take share from mainstream lager. Madrí Excepcional is now a £1bn brand at total trade level<sup>8</sup>, with retail value sales nearing £140m and growing more than 8% year-on-year<sup>9</sup> – although “of the top 50 best-selling beers and ciders, the three most popular core lagers account for 20% of off-trade volume sales,”<sup>10</sup> says Kevin Fawell, sales director at Molson Coors. “Recognisable brands like Carling form the backbone of the offering for retailers and are an essential part of a range mix that caters to all occasions,” he notes. The two things coexist and the off-trade needs both.

Cider tells a similar dual story.



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Apple is reasserting itself as the heart of the category. “Seventy per cent of cider drinkers choose apple cider, so prioritise quality low and no apple ciders from brands that customers trust,” explains Joanna Austin, commercial director at Thatchers Cider. Meanwhile, fruit innovation continues to pull in new shoppers at the edges. “Over the past 12 months, Thatchers has continued to outperform the market, with sales up 9% year on year<sup>11</sup> and the brand is now the No.1 cider across the total UK off-trade.”

The cider category’s strength, she argues, lies in shoppers who haven’t abandoned quality under economic pressure: “Shoppers are spending carefully, but they’re not trading down. Instead, they’re prioritising quality and turning to authentic brands they trust.”

### Drinking less, spending more

The moderation trend has reshaped not just what people drink but when and where. “We see it less as a generational shift and more as a move towards occasion-led drinking,” says Rob Salvesen, head of marketing at Kopparberg. “The same shopper might moderate during the week and then fully engage at social moments, and the category needs to flex with that.”

That insight sits at the core of most strategic decisions being made on the fixture right now. The at-home occasion has become the category’s most important growth engine. “In February 2025, 56% of social occasions took place in the home. By September that had reached 69%,” says Natalie Marshall, trade marketing manager at Aston Manor Cider. The commercial consequence has been a vintage cider

boom. “The vintage cider sub-segment is in 11% growth, growing 10 times faster than the overall Cider market<sup>12</sup>, with Knights Vintage up 299% in the multiples,”<sup>13</sup> explains Marshall. Shoppers are not just bringing drinks home, they are bringing the pub experience with them and they expect the products to match that occasion.

At the lower end of the ABV spectrum, a parallel shift is under way. Brothers’ move into 1.2% ABV Cider Shandy is built around a specific generational tension that Emma Vanderplank, commercial controller at Brothers Drinks Company identifies clearly: “Health and wellbeing are extremely important to Gen Z, and yet they want to stay socially connected.” The 1.2%-and-below band of total cider is the fastest-growing segment in both value (+29%) and volume (+36%)<sup>14</sup>.

## Analysis

“These shoppers are younger and more affluent than the total cider category equivalent and with very little current cross-over between no and low cider shoppers and those who buy into the wider cider category, there are significant expansion opportunities for both total cider and the no and low segment,” adds Vanderplank.

On the beer side, Madri Excepcional 0.0% has generated more than £2m in retail sales in under a year<sup>15</sup> and won Bronze for Taste at the 2025 World Beer Awards, with the 4x440ml multipack format up 25.7% year-on-year in alcohol-free beer<sup>16</sup>.

“With around a third of UK drinkers (36%) now consuming low- and no-alcohol options on a semi-regular basis<sup>17</sup>, the moderation trend is showing up across the market,” says Aston Manor’s Fawell. The total low and no segment is now worth upwards of £259m in retail, with value sales up 18% year-on-year<sup>18</sup>.

### The authenticity question

If there is a single thread running through every supplier conversation in 2026, it is trust.

In an era of AI-generated marketing and near-identical own-label tiers, shoppers are returning to brands with credible stories and identifiable origins. Those that are able to tell the difference between brands that live their story and those that have written one in retrospect. “As much as some brands may try, authenticity can’t be faked, and in a world where shoppers are dealing with AI images and fake stories, they lean even further to brands they can trust,” explains Thatchers’ Austin. “For us, our customers can visit the farm, see the orchards, maybe even be served a pint by Martin Thatcher at Thatchers-owned pub, The Railway Inn,” she says. “Your customers can’t do that if you’re masquerading as authentic while being operated from an international boardroom.”

Thatchers’ 12.30pm tasting takes place, with Martin Thatcher involved to ensure there’s ‘perfection in every drop’ as the recent marketing campaign demonstrates. The whole campaign is based on a daily production truth. Crucially, she argues that genuine heritage is what makes innovation credible, not what limits it. “When you’re truly authentic, it doesn’t preclude you from innovation



or trying new things, adds Austin. “If you put the same love, care and craft into a fruit cider, then customers will value that too.”

Kopparberg’s authenticity argument centres on something domestic producers sometimes underplay: the import story. “We are a genuine Swedish import from the town of Kopparberg, where the brewery has been based since 1882,” says Salvesen. “That gives the brand a real point of difference: we are not claiming heritage while brewing locally; we have a clear and consistent story to tell.”

For Molson Coors, the same principle underpins the Aspall business – 300

years of cider-making in Suffolk – and has shaped a campaign that reached 22.9 million adults last summer by leaning into provenance with 18- to 34-year-olds, who represent 44% of super-premium cider drinkers<sup>19</sup>. “The key for retailers is offering both authentic, heritage-driven products for consumers seeking provenance and innovative, flavour-led options for those looking for something fresh,” notes Molson Coors’ Fawell.

### What 2026 looks like

The NPD pipeline is defined by two structural bets. The first is ABV polarisation – simultaneous growth at the alcohol-free end and the higher-strength end, with the middle ground being under pressure. Brothers Drinks, with its 1.2% ABV Cider Shandy and 7.0% ABV Wild Cloudy Apple launch in the same year, deliberately pitches at both ends of the same trend. “Brothers Cider Shandy is not about settling for

**“Consumers want drinks that align seamlessly with their existing habits and social rituals”**

# Cider finds its audience

The most under-reported story in cider right now isn't about what drinkers are giving up – it's about who is joining the party.

Gen Z, the cohort most associated with the moderation trend, are choosing cider over lager in the on-trade<sup>21</sup>.

This is an opportunity hiding in plain sight and the category's leading brands are already capitalising on it.

Thatchers Juicy Apple is the clearest evidence of what that looks like in practice. "Bringing new and younger audiences to the category with Juicy Apple being the No.1 innovation

in the off-trade," notes Thatcher's Austin. "Apple ciders crafted by genuine cidemakers are consistently outperforming the market, with Thatchers Gold, Haze, Katy, Juicy Apple, Vintage and Zero all in growth," she explains. "We're also seeing cider become a truly national drink with Thatchers achieving growth in every one of the UK regions<sup>22</sup>," she adds.

The occasions driving that growth are also expanding: cider bought alongside food is on the rise, opening up a consumption moment the category has historically

underleveraged. "In cider, the super-premium segment has grown by £12m in the GB off-trade over the past year<sup>23</sup> – demonstrating a clear trade-up opportunity in retail," explains Molson Coors' Fawell. "With Aspall delivering 7% value growth year-on-year and holding a top-three position in the super-premium tier<sup>23</sup>.

At the more accessible end, Kopparberg's Variety Pack was the fastest-growing fruit cider SKU of 2025<sup>24</sup>, underlining the role of mixed formats in driving recruitment and basket growth across at-home and convenience

occasions," notes Kopparberg's Salvesen.

"We remain passionate in our belief that the cider market holds enormous opportunities for retailers who meet shoppers where they are and hit the sweet spot of affordability and quality," says Aston Manor's Marshall. The category has spent years worrying about who it might lose.

The smarter conversation in 2026 is about who it stands to gain and the data suggests that audience is larger, younger and more willing to spend than the moderation narrative ever implied.

second best; it's about selecting what suits you best," says Vanderplank. "Consumers want drinks that align seamlessly with their existing habits and social rituals."

Thatchers' equivalent move is Blood Orange 0.0% – taking the fastest-selling four-can fruit cider in supermarkets<sup>20</sup> and extending it into no-alcohol, giving retailers "a compelling way to attract shoppers who are moderating," says Austin.

The second bet is on format as a premium cue: cans have completed their upgrade from budget to upscale; four-can multipacks have replaced single bottles as the dominant at-home serve; and brands are layering detail onto packaging – QR codes, gift mechanics, outlining sustainable materials. This turns the unboxing moment into part of the experience.

"The winners will be the retailers who strike the right balance in their range, combining premium options

that drive excitement with core staples that deliver consistent performance," explains Molson Coors' Fawell.

"The next big product will not necessarily be the most experimental; it will be the one that is clearest on-shelf, delivers on taste and fits a defined occasion or shopper need," adds Kopparberg's Salvesen.

The most provocative conclusion comes from Brothers' Vanderplank, who says: "We forget at our peril that things within beer and cider are often cyclical and the category has a history of pendulum swings with regards to ABV. Plus, of course, in the longer term there's that unavoidable fact that 'younger' people often want to do the exact opposite to 'older' people; with moderation and even abstinence taking a hold amongst the middle-aged, it could just be the kind of thing to turn Gen Zs to drink..."

The UCL data, if nothing else, suggests she might already be right.

## Sources

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- <sup>2</sup> See 1
- <sup>3</sup> Mintel, UK Alcoholic Drinks Market Report, 2025
- <sup>4</sup> UCL Centre for Longitudinal Studies, March 2026
- <sup>5</sup> See 4
- <sup>6</sup> See 5
- <sup>7</sup> Nielsen IQ, RMS, year to January 2026
- <sup>8</sup> Molson Coors GB Total Trade Value 52 WE 21 Feb 2026
- <sup>9</sup> CIRCANA (UK) Ltd, All Outlets, GB Off Trade, Madri Exceptional Value Sales, 52 WE 21 Mar 2026
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- <sup>11</sup> NIQ, Cider, Value, 52W to 18/04/2026
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- <sup>13</sup> Nielsen, Cider, GB Grocery Multiples, Volume MAT to 21/03/2025
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- <sup>17</sup> YouGov low and no alcohol survey - 24th - 25th November 2025
- <sup>18</sup> CIRCANA (UK) Ltd, All Outlets, GB Off Trade, No & Low Beer and Cider Value Sales, 52 WE 21 Mar 2026
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- <sup>20</sup> NIQ, Cider, Volume, 52W to 21/02/2026
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- <sup>23</sup> CIRCANA (UK) Ltd, All Outlets, GB Off Trade, Super Premium Cider, Value Sales, 52 WE 21 Mar 2026
- <sup>24</sup> CIRCANA (UK) Ltd, All Outlets, GB Off Trade, Aspall Cyder Value Sales, 52 WE 21 Mar 2026
- <sup>25</sup> CIRCANA Market Advantage All Outlets 52 w/e to 27th December 2025 Value Sales

# Delivering on taste

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**Crumpton Oaks**  
**Frosty Jack's**  
**Knights**

It has been a great year for Crumpton Oaks, the UK's No.1 value cider brand<sup>1</sup>. The brand has grown by +15% in total market<sup>2</sup> and +24% in grocery<sup>3</sup>, outperforming the total cider market, reveals Natalie Marshall, trade marketing manager at Aston Manor Cider. In-store, ciders are facing more competition than ever before from adjacent categories, such as ready-to-drink products, so retailers and brands must be strategic to help the category return to growth, she notes.

### Driving sales in cider

The mainstream cider segment is largely responsible for the decline in total cider, with consumers either trading up into the premium bracket, or moving towards value options that still deliver on great taste, unique flavours and engaging branding, she explains.

"Crumpton Oaks is perfectly positioned to help retailers drive incremental category sales; with over 7m pint cans sold in 2025<sup>4</sup>, it's a proven basket builder," she explains. "In Tesco, for example, Crumpton Oaks has a 36% repeat rate, and more than half of its shoppers buy other products within the category, indicating the brand's real potential to contribute to overall store performance<sup>5</sup>."

"2026 has already been a big year for Crumpton Oaks, but the season is only just getting started for us and the best is yet to come," adds Marshall. "From June, we're bringing back our 'Happy Applecore' campaign, with an unmissable mix of video-on-demand, outdoor and social advertising."



“Crumpton Oaks is perfectly positioned to help retailers drive incremental category sales with over 7m pint cans sold in 2025”

### Nostalgia makes a comeback

The brand will be bringing bold '90s nostalgia to shoppers throughout the summer, tapping into a key trend that's driving purchase, while standing out in what is often a traditional category. While there has been much talk about Gen Zs abstaining from alcohol, younger adults are still engaging with the category but being more mindful and considered when they do, she adds. "So, we're focusing on dialling up the fun and tapping into that emotive, nostalgic feeling," she says. "By leveraging '90s rave culture, Crumpton Oaks consumers can partake in this cultural moment with full energy."

Each of Aston Manor's leading brands – Crumpton Oaks, Knights and Frosty Jack's – can be pinpointed on specific affordability gaps in the cider market and retailers should consider this in their ranging decisions. "Whether it's value, mainstream, premium tiers or beyond, each level must offer a more affordable alternative at the fixture to meet shopper expectations. Some consumers feel the financial need to down-trade, and the only way to retain them is by offering a comparable product in terms of quality and credentials within their usual bracket, but at a more accessible price point."

<sup>1</sup> Nielson, Cider, GB Total Coverage, Value Segment, Volume, Last 4wks and 12wks to 21/03/2026

<sup>2</sup> Nielson, Cider, GB Total Coverage, Volume, Last 52wks to 21 March 2026

<sup>3</sup> Nielson, Cider, GB Grocery Multiples, Value Segment, Volume, MAT to 21/03/2026

<sup>4</sup> Nielson, Cider, GB Total Coverage, Volume, Last 52wks to 27 December 2025

<sup>5</sup> Dunnhumby 52wks 08/03/2026



# THE PINT CAN THAT'S MIGHTY REFRESHING

The #1 Value cider brand in the UK\*

\*Source: Nielson, Cider, GB Total Coverage, Value Segment, Volume, Last 12wks to 01/11/2025

# Innovative new cider shandy

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## KEY PRODUCTS

**Brothers Cider**  
**Compton Orchard**  
**Babycham**

“We’re pioneers of the flavoured category and 2026 sees step-change innovation which will compel consumers to reassess cider perceptions,” says Emma Vanderplank, marketing controller at Brothers Drinks Co. “Our exciting new Cider Shandy is a ground-breaking initiative which reimagines the beer-defined term ‘shandy’ for cider audiences. The no & low sector is dominated by beer offerings and Cider Shandy delivers true innovation.”

Available in 330ml sleek-can 4-packs, two 1.2% ABV Brothers Cider Shandy variants – Classic Lemon and Dark Cherry – retail at £2.80-£3. Delivering a refreshing full-on taste the pair have been received positively, with strong trade and consumer feedback.

Targeting 18- to 30-year-olds, Brothers Cider Shandy is designed for those who aspire to stay on-trend and culturally engaged – people who value health and wellbeing while still wanting to remain socially connected, explains Vanderplank. “Cider Shandy bridges established no & low products and regular ABV offerings, ensuring drinkers ‘fit right in’, not ‘feel left out,’” she says. “Consumers want drinks that align with their habits, social rituals and evolving alcohol trends, and our Cider Shandy products do exactly that. Lower alcohol strength shouldn’t mean lower flavour strength; our shandy flavours taste full on but leave heads fresh.”

## Wild at heart

Inspired by the success of its existing 7.0% ABV Apple & Pear variant, which is outperforming the category and tracking at +27% in a leading UK multiple<sup>1</sup>, Brothers is further enhancing its spectrum of offerings with new 7.0% ABV Wild Cloudy Apple. “Lightly sparkling and naturally cloudy, our new premium cider in 500ml



“Cider Shandy bridges established no & low products and regular ABV offerings, ensuring drinkers fit right in, not feel left out”

single cans retails at £1.75,” states Vanderplank. “Wild Cloudy Apple lines up alongside our existing higher-ABV variant to create a duo targeted at more adventurous drinkers who value uniqueness and character.”

The cloudy look has a less processed, more natural appearance and plays well to Brothers’ West Country provenance, she adds. Apple & Pear is already resonating with consumers, and adding Wild Cloudy Apple creates a dynamic duo set to ride the surge in premium craft cider demand.

## Music, mates and marketing

“We trace our origins back to being first sold in 1995 at Glastonbury Festival, three miles from our cider mill,” notes Vanderplank. “The world-famous music gathering takes a break this year, but our brands will be available to festival-goers at 85 event collaborations. We’re robustly supporting Cider Shandy and Wild Cloudy Apple through an on-pack offer, consumer PR, sampling and Spotify advertising.”

## Thinking cider

“Both no & low and higher-ABV drinks are proactive, considered choices; our expanded portfolio delivers genuinely innovative alternatives,” notes Vanderplank. “These are logical progressions for Brothers, following our 2024 repositioning centred around offering fruit ciders that meet the needs of today’s consumer,” she concludes.



## Source

<sup>1</sup> Leading UK multiple retailer data – April 25 to Mar 26 vs April 24 to Mar 25, Vol + 26.7%, Val + 27.8%

# WE DON'T FOLLOW THE CATEGORY. WE GROW IT.



Cover every occasion, every shopper – from low & no to higher abv variants, the Brothers range has you covered.



IT'S A BROTHERS THING

# Why brand relevance is vital

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**KEY BRANDS**

Kopparberg

↙ Kopparberg has a clear role in beer, wine & spirits (BWS) all year round: familiar, easy to shop and trusted across a wide range of adult drinking occasions, says senior shopper marketing manager, Claire James. “What makes Kopparberg valuable for retailers is how that relevance accelerates when the biggest trading moments arrive,” she says. “Kopparberg Cider uplifts more than any other sub-category at key points in summer and Christmas, so retailers are backing a brand that can make peak occasions bigger.”<sup>1</sup>

Kopparberg has more drinkers than any beer and lager brand, and more adult drinkers aged 18-24 than any other cider or lager brand.<sup>2-3</sup>

“That is a big BWS recruitment story,” says James. “For retailers planning summer, Christmas, at-home sport and the World Cup, broad appeal matters. “Kopparberg works for younger adult shoppers, but it is not only a younger adult brand,” she points out. It is familiar enough to buy for yourself and reassuring enough to buy for a group.”

That is why simplicity is so important. “Fruit cider performs best when shoppers can navigate it quickly,” she adds. “Mixed Fruit and Strawberry & Lime remain the core engines of our range and the category: big, familiar flavours that shoppers recognise instantly and trust.” There is also a broader BWS point. World beer has shown the value of clear provenance and import cues. Kopparberg brings that same dynamic to fruit cider: a genuine Swedish import from the town of Kopparberg, where the brewery has been based since 1882. “For us, provenance is part of the brand’s history, not a borrowed claim,” explains James. The growth opportunity is to build from proven favourites in a disciplined way. Crisp Apple gives Kopparberg a route into apple cider, with a slightly sweeter profile that broadens appeal without moving away from the brand’s taste credentials. Variety Pack supports hosting and mixed households, making it easier to buy for a group. Vintage also has a clear role. The new Sweet



“The growth opportunity is to build from proven favourites in a disciplined way”



Vintage Strawberry & Lime and Mixed Fruit variants take Kopparberg’s most recognisable flavours into a higher energy cider occasion, while alcohol free keeps the brand relevant when adult shoppers are moderating.

Formats will be critical this season. “Single bottles and cans are one of the clearest ways to recruit shoppers back into cider,” says James. “They lower the barrier to trial, work brilliantly chilled and let shoppers explore flavours without committing to a full pack,” she adds. “Singles will only work if the category is disciplined: brands, buyers and retailers need to back proven flavours and purposeful seasonal variants that recruit shoppers, not duplicate what is already on shelf.”

Fads will always create noise in BWS. Some generate excitement and short-term trial, but the brands that build categories are the ones shoppers come back to. “That is where consistent investment matters,” says James. “Kopparberg invests year in, year out to stay front of mind and support retailers through the biggest seasonal moments. This coming year, that support steps up again with Kopparberg’s biggest national campaign to date, backed by over £6m.” For retailers, the growth plan is simple: lead with proven winners, make the range easy to shop and use the biggest occasions to turn shopper interest into sales.

**Source**

<sup>1</sup> Circana Market Advantage, All Outlets, 2025 Index Weekly Value Sales  
<sup>2</sup> Kantar Worldpanel, 52 w/e 28.12.25  
<sup>3</sup> Kantar Worldpanel, June 2025



# The UK's bestselling Fruit Cider brand\*



bring me  
sunshine  
**KOPPARBERG**

## Stock up now for the summer.

\*Source: Circana Market Advantage All Outlets 52 w/e to 21st March 2026.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

# A category built on balance

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Pravha  
Staropramen  
Doom Bar  
Blue Moon  
Rekorderlig  
Aspall

↙ In an evolving market context, beer and cider remain resilient as consumers continue to show their love for the category. “In the off-trade, we see that performance is driven by a balance of core brands, premium innovation and alcohol-free variants, helping retailers meet shoppers’ needs and tap into a broad set of occasions,” notes Kevin Fawell, UK&I sales director at Molson Coors.

Core lager remains fundamental, offering familiar favourites that drive significant footfall and spend. As the top three brands account for 20% of off-trade volume sales<sup>1</sup>, this is where best-sellers should be prioritised.

Premiumisation remains a key driver of value. “Premium and world lager sales are worth £3.6bn in the off-trade<sup>2</sup>, and premium cider is up £26m year-on-year<sup>3</sup>,” explains Fawell.

“The moderation trend also shows no signs of slowing down, with the low-and-no segment now worth over £259m and growing at 18% year-on-year,”<sup>4</sup> he adds. “Retailers who champion beer and cider by maintaining a varied range will be best placed to maximise the opportunity. We aim to lead the category by staying responsive to the trends we see across the channel.”

**Why range balance delivers results**

“Core lager is an essential base for a successful beer range. And Carling, as the best-selling core lager brand in the off-trade<sup>5</sup>, aims to provide that solid foundation,” says Fawell. “We’ve also launched Carling Black Label – a 4.7% ABV premium lager that revives the brand’s heritage name, offering a compelling trade-up opportunity within a trusted brand.

“Coors’ off-trade volumes have increased by 17% over the past year<sup>6</sup> following significant investment, demonstrating that well-activated mainstream brands can deliver tangible growth alongside premium options,” he reveals. “Value growth is strongest at the premium end<sup>7</sup>. Madri Excepcional continues to perform strongly, with year-on-year growth of 8%<sup>8</sup>, he reveals.

“In cider, Aspall Cyder is a top three



“To drive incremental growth, NPD must align with consumer trends”

brand in the super-premium segment, growing value sales 7%<sup>9</sup>.”

**Innovation that drives growth**

Innovation creates excitement, making beer and cider an in-store destination as shoppers explore the category and seek trending lines, notes Fawell. “To drive incremental growth, NPD must align with consumer trends, and this is where we focus,” he says. “After five years in the UK, Madri Excepcional has become a billion-pound brand<sup>10</sup>. Reflecting the ongoing success of world lager and the growing trend for moderation, last year we introduced Madri Excepcional 0.0%. It has quickly become a must-stock alcohol-free line, generating almost £2m in sales<sup>11</sup> and earning recognition at the 2025 World Beer Awards, winning Bronze for Taste,” he adds.

“This year, the rollout of this variant in 440ml cans responds to growing demand for convenient, accessible format options, and the launch of Madri Excepcional Limón across Tesco taps into the rapid growth of fruit beer<sup>12</sup>, with lemon showing the strongest appeal among fruit beer drinkers<sup>13</sup>. With continued investment in core brands and further innovation in the pipeline, we aim to help retailers unlock the potential of beer and cider through a balanced portfolio that caters to every shopper and every occasion.”



**Source**

<sup>1</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Top 3 Core Lager Share of Lager, Volume Sales, 52 w/e 21.03.26  
<sup>2</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Premium & World Lager Value Sales, 52 w/e 21.03.26  
<sup>3</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Premium Apple, Pear & Flavoured Cider Value Sales, 52 w/e 21.03.26  
<sup>4</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, No & Low Beer and Cider Value Sales, 52 w/e 21.03.26  
<sup>5</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Carling Share of Core Lager, Volume Sales, 52 w/e 21.03.26  
<sup>6</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Coors Volume Sales, 52 w/e 21.03.26  
<sup>7</sup> See 2  
<sup>8</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Madri Excepcional Value Sales, 52 w/e 21.03.26  
<sup>9</sup> Circana (UK) Ltd, All Outlets, GB Off Trade, Aspall Cyder Value Sales, 52 w/e 21.03.26  
<sup>10</sup> CGA & Ciscana, GB Total Trade, Value, w/e 21.02.26  
<sup>11</sup> Ciscana (UK) Ltd, All Outlets, GB Off Trade, Madri Excepcional Zero Value Sales, 52 w/e 21.03.26  
<sup>12</sup> Dunhumbly Future of Fruit Beer, Oct-25 / Attest Shopper Survey, May-25  
<sup>13</sup> See 12



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# Authenticity and innovation

## DETAILS

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## KEY CONTACTS

**Joanna Austin**  
Commercial Director

## KEY BRANDS

**Thatchers Gold**  
**Thatchers Haze**  
**Thatchers Juicy Apple**  
**Thatchers Katy**  
**Thatchers Vintage**  
**Thatchers Blood Orange**  
**Thatchers Blood Orange 0.0%**  
**Thatchers Apple & Blackcurrant**  
**Thatchers Zero**

With over 122 years of cider making on the family farm in Somerset, Thatchers has authenticity woven into every part of its story. Across four generations the family has remained committed to the craftsmanship, care and attention to detail that ensures ‘Perfection in every drop’, the philosophy at the heart of Thatchers’ real-life marketing campaign. “Our core range of ciders continues to grow; the popular staples are Gold and Haze, and we continue to achieve further success through our ability to keep innovating exciting new products – building on our success,” explains Joanna Austin, commercial director at the company. Thatchers Juicy Apple is a favourite with younger adults searching for drinks that taste great and that match their values. “The crisp, refreshing cider made using 100% renewable electricity became not just the fastest-growing apple cider<sup>1</sup> but also a firm favourite among 18-34 year-olds wanting a cider that’s as good for the environment as it tastes in the glass,” notes Austin.

Thatchers have also seen brand extensions such as Thatchers Vintage, which became the fastest growing established premium cider, up 120% in the last two years<sup>2</sup> – in 2025 it was made available in a can format for a more versatile, portable and sustainable format. Building on this momentum, Thatchers launched Blood Orange 0.0% this spring, crafted to deliver the same depth of flavour and satisfying taste as the original Thatchers Blood Orange, but with none of the alcohol.

“The original Blood Orange was recognised as the leading cider innovation of 2022 and remains the fastest-selling four-can pack fruit



“Thatchers launched Blood Orange 0.0% this spring, crafted to deliver the same depth of flavour and satisfying taste as the original”

cider in supermarkets,”<sup>3</sup> notes Austin. “Bringing that best-selling flavour into a 0.0% variant provides retailers with a compelling opportunity to attract moderation-minded shoppers without sacrificing taste.” Thatchers Blood Orange 0.0% is available in both a 500ml bottle and a 440ml can, featuring bold, vibrant packaging designed to maximise shelf standout while reinforcing Thatchers’ premium, family-maker credentials.

The brand continues to invest heavily in authentic national and tailored regional marketing campaigns, reaching more than 34m consumers, both at home and out and about in supermarkets and in pubs. “Gold maintains its strong presence across premium live sport, while we’re running Juicy Apple campaigns this spring and summer across video-on-demand, social media, online video and outdoor advertising – reaching an additionally targeted 25m consumers,” says Austin. “We’ve also seen sales increase 9% year on year, placing us as the No.1 cider brand across the total off-trade market<sup>4</sup>. We entered the Top Ten Beer and Lager brands in the UK off-trade in 2025, making us the No.1, and only, independent British drinks producer to make the list.”<sup>5</sup>



## Source

<sup>1,2</sup> NIQ, Cider, Value, 52 w/e 18.04.26

<sup>3</sup> NIQ, Cider, Volume, 52 w/e 21.02.26

<sup>4</sup> NIQ Cider, Value 52W to 18/04/26

<sup>5</sup> NIQ, Beer & Cider, Volume, 52 w/e 27.12.25

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