

Building a Bigger Orchard – An Overview of the US Hard Cider Market

Jon London

Angry Orchard Hard Cider

This discussion will focus on the state of the US Hard Cider market. We will discuss the growth of the category and the reasons behind it. We will look at how the category has evolved, its relative size vs. other beer categories, and how big it may potentially become. We'll review hard cider trends across the country and specifically what geographies overindex the most in terms of cider development. We'll review who is drinking hard cider, what they're trading out as they increase their consumption of cider, and what some of the threats to cider are. We'll also discuss why hard cider has such strong appeal.