vinetur

Low-Alcohol Cider Gains Ground in Britain

Survey finds it ranks ahead of beer, wine and cocktails among people cutting back on drinking

Wednesday, May 20, 2026

A new survey in the United Kingdom suggests that low- and no-alcohol cider is becoming one of the strongest options for people who are cutting back on drinking, with respondents rating it ahead of beer, wine and cocktails. The findings, released by the National Association of Cider Makers, come as alcohol consumption continues to fall across the country and producers look for ways to reach consumers who still want a drink that feels social but contains little or no alcohol.

The survey found that 58% of respondents said they had reduced their alcohol intake over the past year. Among non-drinkers considering low- and no-alcohol drinks, cider ranked as the most appealing choice. It also scored higher than other drinks in categories including taste, quality and value for money when compared with the alcoholic drinks people usually consume.

The results point to a market that cider makers believe still has room to grow. The category already contributes £2.7bn to Britain’s gross domestic product and supports 65,000 jobs, according to the association. Producers say that low- and no-alcohol cider could help expand that base further as more consumers look for alternatives to standard beer and spirits.

The survey also suggests that cider’s appeal is tied closely to pub culture. The largest share of respondents said they mainly drink cider at the pub, reinforcing its place in a setting that remains central to drinking habits in Britain. Nearly three in five consumers,

or 59%, said they would prefer cider made by a British producer, a preference that gives domestic brands an advantage in a crowded market.

Fenella Tyler, chief executive of the National Association of Cider Makers, said the category reflects a broader British tradition built around growers, makers and regional identity. She said cider is “a truly great British story” shaped by innovation, craft and community, and noted that the United Kingdom remains both the world’s biggest producer and consumer of cider.

The findings were released after British Cider Week and add to signs that producers are trying to position cider more firmly within the low- and no-alcohol segment, where competition has intensified as breweries, wineries and spirits companies all push into the same space. For cider makers, the data suggests that consumers who are reducing alcohol may be more open to cider than many in the industry had expected.