

Gain insight into the performance of the Australian cider market

with the 2011 Nielsen Cider Report

Understand the liquor landscape

The new 2011 Nielsen Cider Report offers an in-depth and complete analysis of how the Australian cider segment performed during 2010 through to H1 of 2011. It examines how changes in consumer and shopper behaviour have influenced the cider segment's performance, and provides a competitive overview of the categories within the liquor market.

Understand your competitors and consumers

This comprehensive report addresses a number of key questions impacting the cider segment including:

- Is the segment continuing its exceptional growth?
- How is market share shifting, and what are the movements in cider shelf spacing?
- What impact has cider had on other categories; specifically, what has the

performance of cider meant for the health and development of other categories? And what has the growth or decline in cider meant for beer consumption?

- What are the key cider brands and how have they performed over the past year?
- What is the advertising spend on cider and how has this changed year-on-year?
- How is cider being consumed? Is it on- or off-premise?
- What do the demographic profile and consumption behaviour of an average cider drinker look like?
- How does cider consumption change across different Australian states?
- What are the 'hot topics' of online discussion surrounding cider? Has this had a measurable effect on sales?

Find out the answers to these questions and more - get our copy of the 2011 Nielsen Cider Report today!



Key Benefits:

- Statistically robust data compiled from over 20,000* respondents.
- Comprehensive insight into cider as a segment and within the wider liquor category.
- Thorough competitive analysis on the cider industry's brands.
- Detailed demographic profiling and behavioural analysis of cider drinkers.
- Insight into the way cider is being talked about in the social media landscape.

*Source: Nielsen & Consumer Media View, June 2010 - May 2011

The 2011 Nielsen Cider Report draws insight from:

- **Nielsen ScanTrack** – the only complete measure of the Australian off-premise liquor market
- **Bar Scan** – a service that tracks sales in the pubs channel throughout Australia. Till data is sourced from 300 avenues including all bar beverage sales
- **Nielsen Consumer & Media View** – a syndicated multi-media database providing comprehensive insight into the attitudes and behaviours of consumers
- **NM Incite** - helping businesses harness the full potential of social media