



News Release

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ALCOHOLIC CIDER CONTINUES ITS METEROIC RISE: NIELSEN

SYDNEY, Australia (October 19, 2011) – According to the recently released *2011 Cider Report* by Nielsen, a leading global provider of insights into what consumers watch and buy, cider continues to enjoy exceptional sales growth as it outpaces all other alcoholic brands in the liquor category.

While established liquor categories such as beer and ready-to-drink (RTD) struggle to make sales in the soft retail environment, Nielsen reveals that more consumers are turning to cider as their alcoholic beverage of choice, and with nearly double the number of cider brands available to choose from compared to last year, this is hardly surprising.

The Nielsen report unveils that cider's sales have increased by just over a third (34.7%) in value terms and just over a fifth (23.2%) in volume terms compared to a year ago. Considering that the liquor market is currently decreasing at 0.5 percent annually this is a phenomenal achievement, and accentuates just how well cider is performing. In comparison to other segments, wine may be twelve times bigger in value size, but the cider segment has contributed more in terms of value growth to the total liquor market in the past year. Overall, cider has gained a 0.5 percent increase in value share over past 12 months and now represents 1.8 percent of total liquor purchases in Australia.

On the new product development front, forty-five new cider brands have been introduced over the past 24 months, nearly doubling the average number of active cider brands in the market.

Liz Watkinson, Director of Nielsen's Liquor Services Group, said: "New product development in the cider category is significant and currently has 89 active brands, half of which were introduced in the past two years. It's incredible to think that new product development is currently responsible for over a quarter (27%) of total cider growth in Australia."

In social media discussions, comment appears to occur predominantly at the category-level – distinction between brands is still forming. When brands are directly referenced in online debate, it's rarely the brand that is the focus of the discussion; it's the occasion in which consumers drink cider that is more important than the type of brand they drink.

The Nielsen report goes on to highlight the potential categories that cider could target in order to align drinking occasions and ultimately steal dollar share.

About the report:

The full **2011 Cider Report** is now available to purchase through Nielsen and provides insight into who a cider consumer is, where they buy, what else makes up their drinking repertoire apart from cider, advertising investment from suppliers, how cider is viewed in the social media landscape and the impact these trends are having on the overall Australian liquor trade.

The report offers an in-depth and complete analysis of how the Australian cider segment has performed during 2010 through to the first half of 2011. It examines how changes in consumer and shopper behaviour have influenced the cider segment, while simultaneously providing a competitive overview of the categories within the liquor market. The report also compares and contrasts the performance of the Australian cider market with that of Great Britain's.

For more information, or for further details of how to purchase the report, please contact your Nielsen representative or email jessica.cho@nielsen.com.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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