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Answer given by Mr Hansen
on behalf of the European Commission
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The Commission has been working on marketing standards for cider for many years. In 2023, a Report¹ presented a situation in which all kinds of products identified as ciders co-exist on the EU market leading to confusion for consumers and unfair competition among producers, and an impact assessment² proposed options.

Since 2024, the Commission has had several exchanges both in expert groups and on a bilateral basis on different proposals. From those exchanges emerged a clear will from the majority of Member States and of representatives of the sector to lay down a marketing standard for cider.

On 5 February 2026, the Commission presented to the expert group a non-paper outlining an approach consisting in the definition of three categories (high, medium and low juice content) covering all ciders on the market in respect of the EU diversity, along with a few optional reserved terms aimed to valorise the high quality ciders.

A large majority of Member States and representatives of the sector supported that approach. On that basis, the Commission will pursue discussions with all Member States to further explore options that can benefit the EU cider sector as a whole.

While the proposal in the non-paper is not yet final and remains open to further discussion, the proposed standard would not apply to EU exports and would not require any reformulation of products, although some of them will have to be labelled in such a way as to inform consumers more accurately about the type of product they purchase.

¹ <https://eur-lex.europa.eu/search.html?scope=EURLEX&text=COM%282023%29200&lang=en&type=quick&qid=1774271284377>.

² <https://eur-lex.europa.eu/legal-content/NL/ALL/?uri=CELEX:52023SC0097>.