

Alcoholic Drinks in Peru

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Abstracts

2023 was a year of mixed results for alcoholic drinks in Peru. With a second consecutive year of high inflation and a sharp rise in living costs Peruvians became more cautious in their spending when it came to alcoholic drinks, with the most affected categories being spirits and wine. On the other hand, higher temperatures, in addition to lower prices, helped to sustain demand for beer, with Uni?n de Cervecer?as Peruanas Backus & Johnston SAA cementing its dominance in the category. However, RTD...

Euromonitor International's Alcoholic Drinks in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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