



Euromonitor
International

Wine in Peru

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Local wine brands pick up share but informal market poses stiff competition as economic pressures grow
Tabernero remains the leading brand as players focus on expanding their distribution presence
Economic challenges puts the growth of emerging categories on hold

PROSPECTS AND OPPORTUNITIES

Heritage wine attracting significant interest from local producers
Argentinian wine likely to remain the most popular imported option
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Alcoholic Drinks in Peru - Industry Overview

EXECUTIVE SUMMARY

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2023 key trends
Competitive landscape
Retailing developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
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