



Euromonitor  
International

# Spirits in Peru

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category shows mixed results in 2024 amid economic and consumption shifts  
International players expand share as local leaders face mounting pressure  
On-trade expansion drives premiumisation as traditional channels lose relevance

PROSPECTS AND OPPORTUNITIES

Spirits set to benefit from improved economic conditions and renewed category investments  
Young consumers drive flavour innovation as spirits follow RTD playbook  
Non-alcoholic spirits benefit from rising awareness and mocktail culture

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
Summary 1 - Benchmark Brands 2024

CATEGORY DATA

- Table 1 - Sales of Spirits by Category: Total Volume 2019-2024
- Table 2 - Sales of Spirits by Category: Total Value 2019-2024
- Table 3 - Sales of Spirits by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Spirits by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024
- Table 10 - Sales of White Rum by Price Platform: % Total Volume 2019-2024
- Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024
- Table 12 - Sales of English Gin by Price Platform: % Total Volume 2019-2024
- Table 13 - Sales of Vodka by Price Platform: % Total Volume 2019-2024
- Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024
- Table 15 - GBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 16 - NBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 17 - LBN Brand Shares of Spirits: % Total Volume 2021-2024
- Table 18 - Forecast Sales of Spirits by Category: Total Volume 2024-2029
- Table 19 - Forecast Sales of Spirits by Category: Total Value 2024-2029
- Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029
- Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Peru - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail 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

## TAXATION AND DUTY LEVIES

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024  
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024  
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024  
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024  
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024  
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024  
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024  
Table 30 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024  
Table 31 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024  
Table 32 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024  
Table 33 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029  
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029  
Table 35 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029  
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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