



Euromonitor
International

Rtds in Peru

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs continue to drive growth in alcoholic drinks through flavour variety and strong value positioning
Four Loko holds the lead, but competitive intensity is increasing
Modern retail strengthens while on-trade and e-commerce remain niche

PROSPECTS AND OPPORTUNITIES

Continued growth likely, though brand concentration may increase amid price-based competition
Cans to remain the dominant format as brands favour practicality and branding opportunities
Flavour innovation and wellness trends support expansion into seltzers and premium-style RTDs

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Alcoholic Drinks in Peru - Industry Overview

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- 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

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- Contraband/parallel trade

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DISCLAIMER

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