



Euromonitor
International

Beer in Peru

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft economic recovery and shifting consumption habits limit category performance
AB InBev retains leadership amid intensified competitive pressure
Modern retail gains momentum as discounters expand their footprint

PROSPECTS AND OPPORTUNITIES

Soft recovery expected to support modest growth and cautious innovation
Craft brewers target the on-trade channel to strengthen margins and reach
Rising interest in non-alcoholic and flavoured innovations expected to shape the category

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

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DISCLAIMER

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