



Euromonitor
International

Spirits in Peru

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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
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Alcoholic Drinks in Peru - Industry Overview

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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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