



**Euromonitor
International**

Alcoholic Drinks in Paraguay

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Positive growth of beer volume sales aligned with an improving economic scenario, while the health trend stimulates the popularity of non/low alcoholic beer

Cerveceria Paraguaya holds a dominant position although it loses ground to Compañía Cervecera Asuncion

Small local grocers remains the leading channel while supermarkets achieves the fastest growth

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Prospects and Opportunities

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