

Alcoholic Drinks in Peru

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Report description:

The alcoholic drinks category in Peru made a modest recovery from the pandemic in 2021 as the on-trade was able to reopen establishments, although some COVID-19 restrictions remained. Retail stores were boosted by the rise in home consumption as Peruvians chose to spend more time socialising with friends and family at home.

Euromonitor International's Alcoholic Drinks in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

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List Of Contents And Tables

ALCOHOLIC DRINKS IN PERU

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN PERU

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lockdown periods and ongoing restrictions lead to a total volume decline in 2020?

Beer brands opt for smaller packaging formats

Lima Services SAC (Heineken) enters Peru to take on Union de Cervecerias Peruanas Backus y Johnston (AB-Inbev)

PROSPECTS AND OPPORTUNITIES

Economy lager will become more relevant to beer drinkers

Craft beers to gain popularity through wider distribution

E-commerce platforms to support future beer volume growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 18 Number of Breweries 2016-2021

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2016-2021

Table 20 Sales of Beer by Category: Total Value 2016-2021

Table 21 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 27 Sales of Beer by Craft vs Standard 2016-2021

Table 28 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 NBO Company Shares of Beer: % Total Volume 2017-2021

Table 30 LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 31 Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 32 Forecast Sales of Beer by Category: Total Value 2021-2026

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN PERU

KEY DATA FINDINGS

2021 DEVELOPMENTS

Off-trade remains vibrant as on-trade struggles to recoup losses

Champagne was affected by pandemic

Imported wine growing from Spain and Italy

PROSPECTS AND OPPORTUNITIES

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Sparkling wine and wine consumption will grow rapidly in the coming years
Off-trade consumption will continue due to change in drinking habits
Santiago Queirolo to maintain its leadership although imported brands will rise

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2016-2021
Table 36 Sales of Wine by Category: Total Value 2016-2021
Table 37 Sales of Wine by Category: % Total Volume Growth 2016-2021
Table 38 Sales of Wine by Category: % Total Value Growth 2016-2021
Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021
Table 40 Sales of Wine by Off-trade vs On-trade: Value 2016-2021
Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021
Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021
Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021
Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021
Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021
Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021
Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021
Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021
Table 50 □GBO Company Shares of Champagne: % Total Volume 2017-2021
Table 51 □NBO Company Shares of Champagne: % Total Volume 2017-2021
Table 52 □LBN Brand Shares of Champagne: % Total Volume 2018-2021
Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021
Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021
Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021
Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021
Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021
Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021
Table 59 □Forecast Sales of Wine by Category: Total Volume 2021-2026
Table 60 □Forecast Sales of Wine by Category: Total Value 2021-2026
Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026
Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

SPIRITS IN PERU

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rising consumer preference for flavoured spirits helps to drive category growth

Whiskies is one of the fastest-growing spirits categories

Pisco shows weaker growth compared to other spirits

PROSPECTS AND OPPORTUNITIES

Spirits expected to reach pre-pandemic volume sales by 2022

Average prices to rise due to tax hikes and import costs

Demand rising for premium handcrafted spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2021

CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2016-2021

Table 64 Sales of Spirits by Category: Total Value 2016-2021
 Table 65 Sales of Spirits by Category: % Total Volume Growth 2016-2021
 Table 66 Sales of Spirits by Category: % Total Value Growth 2016-2021
 Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
 Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
 Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021
 Table 72 □Sales of White Rum by Price Platform: % Total Volume 2016-2021
 Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021
 Table 74 □Sales of English Gin by Price Platform: % Total Volume 2016-2021
 Table 75 □Sales of Vodka by Price Platform: % Total Volume 2016-2021
 Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021
 Table 77 □GBO Company Shares of Spirits: % Total Volume 2017-2021
 Table 78 □NBO Company Shares of Spirits: % Total Volume 2017-2021
 Table 79 □LBN Brand Shares of Spirits: % Total Volume 2018-2021
 Table 80 □Forecast Sales of Spirits by Category: Total Volume 2021-2026
 Table 81 □Forecast Sales of Spirits by Category: Total Value 2021-2026
 Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
 Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN PERU
2021 DEVELOPMENTS
 RTDS IN PERU
KEY DATA FINDINGS
2021 DEVELOPMENTS
 RTD category close to doubling 2020 volume, showing growing consumer interest
 Competition intensifies from existing players in RTDs
 Food for Life EIRL takes stronger lead in RTD landscape?
PROSPECTS AND OPPORTUNITIES
 Strong growth in RTDs as the landscape sees strong volume growth
 Malt-based and spirit-based will underpin growth in the category
 Rising import costs gives local players a cost-advantage
CATEGORY DATA
 Table 84 Sales of RTDs by Category: Total Volume 2016-2021
 Table 85 Sales of RTDs by Category: Total Value 2016-2021
 Table 86 Sales of RTDs by Category: % Total Volume Growth 2016-2021
 Table 87 Sales of RTDs by Category: % Total Value Growth 2016-2021
 Table 88 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021
 Table 89 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021
 Table 90 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021
 Table 91 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021
 Table 92 GBO Company Shares of RTDs: % Total Volume 2017-2021
 Table 93 □NBO Company Shares of RTDs: % Total Volume 2017-2021
 Table 94 □LBN Brand Shares of RTDs: % Total Volume 2018-2021
 Table 95 □Forecast Sales of RTDs by Category: Total Volume 2021-2026
 Table 96 □Forecast Sales of RTDs by Category: Total Value 2021-2026
 Table 97 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 98 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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