

## **Wine in Peru**

Market Direction | 2022-07-07 | 32 pages | Euromonitor

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### **Report description:**

On-trade volume sales plummeted in 2020 as Peru imposed harsh lockdowns. The situation in 2021 improved somewhat, but curfews and restrictions in the on-trade hampered a recovery, with volume sales remaining far below pre-pandemic levels. The growth of home drinking occasions continues to underpin volume growth in the off-trade. Peruvians largely consume still red wine although there is growing interest in still white wine, which witnessed high volume growth over the review period and bucked the...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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.

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Euromonitor International  
July 2022

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##### 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

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

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## SOURCES

### Summary 2 Research Sources

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