

Wine in Peru

Market Direction | 2023-06-27 | 31 pages | Euromonitor

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Report description:

Due to the economic climate in 2022, partnered with the ongoing cost-conscious behaviour triggered by the start of COVID-19, low-cost options have been preferred among many consumers. This has led to the strong performance of beer and RTDs. As such, wines in the economical price range have struggled, as, despite being budget-friendly wine products, these are more expensive when compared to economy beer and RTD options. Additionally, wines are mainly consumed by adults aged 35 and over, unlike RT...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

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Euromonitor International
June 2023

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WINE IN PERU

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Budget wines struggle to compete against beer and RTDs

Vinas Queirolo retains its lead through a strong reputation and affordable price points

Borgona wine loses relevance compared to dry red wines

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