

Rtds in Peru

Market Direction | 2024-06-27 | 25 pages | Euromonitor

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Report description:

Despite Peru entering recession 2023, RTDs managed to deliver strong growth in total volume terms, with these products continuing to attract new consumers. Apart from the novelty of these products, factors such as the wide variety of brands and flavours helped to draw attention, in addition to the use of promotions as retailers looked to push these products. The impact was such that the category was able to win ground from categories such as lager, craft beer, and even economy brands of spirits...

Euromonitor International's RTDs 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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
June 2024

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RTDs thriving thanks to investment in distribution, marketing and new product development

Four Loko loses share but remains the leading brand in 2023 thanks to strong distribution reach

Local production gains relevance as companies recognise the potential of RTDs

PROSPECTS AND OPPORTUNITIES

The category will continue to grow, but it might be more concentrated.

Value for money will remain a key claim of RTDs

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