

## **Wine in Peru**

Market Direction | 2024-06-27 | 32 pages | Euromonitor

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### **Report description:**

There has been a social and institutional crisis in Peru resulting from the dismissal of former president Pedro Castillo in December 2022, following a failed coup attempt. In addition, the country also faced an economic crisis in 2023 due to internal and external factors. Out of this the informal market has grown in Peru with smuggling, especially on the border with Bolivia, becoming a serious problem, where controls in the city of Puno are scarce. Meanwhile, the adulteration of alcoholic drinks...

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 (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: 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.

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Economic challenges puts the growth of emerging categories on hold

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