Peru Craft Beer Market Growth Analysis - Forecast Trends, Market Size, Share and Outlook (2025-2034

Market Report | 2025-06-06 | 102 pages | EMR Inc.

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Report description:

The Peru craft beer market size is projected to grow at a CAGR of 4.90% between 2025 and 2034. The market is being driven by the rising expansion of bars and pubs in various Peruvian cities.

The establishment of new bars in various Peruvian cities, including Lima, Cusco, and Sacred Valley, is expected to facilitate the on-trade consumption of craft beer. With the increasing traveller footprint (crossing 4 million in 2021) and travellers seeking to understand the production methods and flavours of different beers, brewing factory tourism is expected to emerge as a significant driver of the Peru craft beer market growth. As the Peruvian government expands its investments in tourism infrastructure development, the market is expected to receive a big boost over the forecast period.

Sour beers are becoming increasingly popular among wine and cocktail consumers. They have been consistently outperforming other beers (on a percentage of sale basis) as they have a wide variety of unique flavours. As legal regulations surrounding beers with CBD are expected to be relaxed, the Peru craft beer market development is anticipated to receive a favourable impact in the coming years.

Moreover, rose beers and hazy brews are also becoming increasingly popular among consumers due to their sweet taste. As the younger generation of alcohol consumers seeks newer and innovative beverages for social events and gatherings, their demand is expected to rise significantly, driving the Peru craft beer market expansion over the forecast period.

Market Segmentation

Peru Craft Beer Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Product

- Ales
- Lagers
- Others

Market Breakup by Distribution Channel

- On-Trade
- Off-Trade

The key Peru craft beer market players are Anheuser-Busch InBev SA/NV, Cerveceria del Valle, Sierra Andina, Real Craft Beer Company Sac, 7 VIDAS, and Jack Vled & Co., among others.

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