

Wine in Peru

June 2024

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Wine in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local wine brands pick up share but informal market poses stiff competition as economic pressures grow

Tabernerero remains the leading brand as players focus on expanding their distribution presence

Economic challenges puts the growth of emerging categories on hold

PROSPECTS AND OPPORTUNITIES

Heritage wine attracting significant interest from local producers

Argentinian wine likely to remain the most popular imported option

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