

Cider/Perry in Peru

June 2024

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Cider/Perry in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to rise rapidly as distribution expands
Somersby sees a successful return to the market in 2023
Local production loses ground to imported cider/perry

PROSPECTS AND OPPORTUNITIES

Local production likely to be impacted by El Niño phenomenon.
Supermarkets could be key in bringing cider/perry to a wider audience
New launches and innovations could present new sales opportunities

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Alcoholic Drinks in Peru - Industry Overview

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