

Rtds in Peru

June 2024

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Rtds in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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
RTDs should gain a more visible presence in key retail channels as demand grows

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Alcoholic Drinks in Peru - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
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DISCLAIMER

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