

# Rtds in Peru

June 2023

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# Rtds in Peru - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Entry of new competitors and launches accelerates growth on the landscape Four Loko maintains its leadership in RTDs with strong levels of availability Other RTDs are becoming increasingly sought after, appreciated for their additional benefits

# PROSPECTS AND OPPORTUNITIES

Rapid growth as players focus on streamlining their offerings RTDs threaten the growth of economic options within wines and spirits Local wineries offer wine-based RTDs an opportunity for growth

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#### Alcoholic Drinks in Peru - Industry Overview

# EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2016-2022

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