

The Latin American Drinks Market: Raising a Glass to the Post-Pandemic World

December 2020

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Key findings

COVID-19 IMPACT ON LATIN AMERICAN BEVERAGES

The region's economies are expected to shrink more than 8% on average Extensive lockdowns and curfews in Latin America shutter the on-trade Less time in the office and on the street impacts high-margin formats

REACHING CONSUMERS: NOW AND AFTER THE PANDEMIC

#Stayathome and the future of e-commerce

"Are you sure you don't want to add a drink to your order?"

What delivery apps get wrong

Alcohol delivery: playing catch-up with hyperlocal RTDs

Once highly-trafficked stores (and bars) go dark

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From high-energy discotecas to afternoon spritz

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Returnability as a price-sensitive approach

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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