



**Euromonitor
International**

Cider/Perry in Paraguay

September 2026

Table of Contents

Cider/Perry in Paraguay - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Cider/Perry Growth Stabilises as Economic Strength Supports Premium and Value Demand

Chart 1 - Flavoured Cider Emerged to Reposition Cider for More Frequent and Everyday Consumption Occasions

Flavoured Launches by Thatchers and La Farruca Expand Consumption Moments

Casa Rica and Salemma Elevate Online Sales through Premium and Value-Focused Approach

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Seasonality Will Continue to Constrain Cider/Perry Despite Favourable Economic Conditions

Innovation and Premiumisation Will Offer a Path to Year-Round Cider/Perry Consumption

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Grupo Aj Vierci and Apolo Import Sustain Festive Demand through Distribution Strength

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance by Offering Affordable Options

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Paraguay - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Contraband From Neighbouring Countries Disrupts Formal Sales Channels in 2025

Beer Maintains Market Dominance as Rtds Outperform and Wine Faces Contraband Pressures

Chart 14 - Nolo Revolution Driven by Both Global and Local Breweries in Paraguay

Breweries Accelerate Nolo Launches to Capture Health-Conscious Drinkers

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Rising Incomes Are Expected to Drive Demand for Beer and Premium Choices

Convenience Stores and E-Commerce Will Reshape Consumer Access and Habits

Rtds Is Set to Record Growth as Premiumisation and Convenience Reshape Paraguay'S Alcohol Market

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cervecería Paraguaya Maintains Leadership as Competition Intensifies across Beer and Rtds

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Volume Leadership as Modern Retail Reshapes Alcohol Distribution

Retail E-Commerce and Digital Platforms Intensify Competition for Shoppers

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

Trends in On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-paraguay/report.