

Free From in Peru

January 2022

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Free From in Peru - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Free from lactose dominates the category in 2021

Decline in volume size with growth of alternative milk

Distribution is mainly through modern channels, impacting increased product penetration

PROSPECTS AND OPPORTUNITIES

New brands and products expected to enter the market

Growing awareness will fuel future demand

Free from gluten pasta and rice are expected to have good performance

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