

# Rtds in Peru

July 2022

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## Rtds in Peru - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

RTD category close to doubling 2020 volume, showing growing consumer interest

Competition intensifies from existing players in RTDs

Food for Life EIRL takes stronger lead in RTD landscape

#### PROSPECTS AND OPPORTUNITIES

Strong growth in RTDs as the landscape sees strong volume growth

Malt-based and spirit-based will underpin growth in the category

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