

Beer in Peru

June 2024

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Beer in Peru - Category analysis

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2023 DEVELOPMENTS

Economic context and hot weather benefits beer growth

Unión de Cervecerías Peruanas Backus & Johnston SAA continues to dominate beer sales

Local craft beer sales plummet as economic pressures take their toll

PROSPECTS AND OPPORTUNITIES

Beer set to bounce back in 2024 in line with an improving economy

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