

# Beer in Peru

June 2023

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## Beer in Peru - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers consider beer the best economic option, driving sales in 2022  
Pilsen surpasses Cristal to lead total volume sales in beer  
New launches focus on premium offerings and Mexican beers to drive value growth

#### PROSPECTS AND OPPORTUNITIES

Craft beers must seek premium positioning in order to increase sales  
Draft beer and single-serve presentations become increasingly sought after  
Players focus on home delivery services to align with consumers growing demands

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