



# Spirits in Peru

June 2023

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## Spirits in Peru - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Imported brands drive growth as the premiumisation trend rises

The national drink of Peru, Pisco, recovers its sales following the outbreak of COVID-19

Bebidas Premium emerges as a main competitor in spirits

#### PROSPECTS AND OPPORTUNITIES

On-trade recovery boosts cocktail sales and new consumption occasions

Players need to evaluate strategies to combat inflationary pressure

Social and economic uncertainty reduces short term growth

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