



# Rtds in Peru

June 2024

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## Rtds in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs thriving thanks to investment in distribution, marketing and new product development  
Four Loko loses share but remains the leading brand in 2023 thanks to strong distribution reach  
Local production gains relevance as companies recognise the potential of RTDs

#### PROSPECTS AND OPPORTUNITIES

The category will continue to grow, but it might be more concentrated.  
Value for money will remain a key claim of RTDs  
RTDs should gain a more visible presence in key retail channels as demand grows

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Retailing developments  
On-trade vs off-trade split  
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Drink driving  
Advertising  
Smoking ban  
Opening hours  
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