



# Wine in Peru

June 2024

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## Wine in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Local wine brands pick up share but informal market poses stiff competition as economic pressures grow

Tabernero remains the leading brand as players focus on expanding their distribution presence

Economic challenges puts the growth of emerging categories on hold

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Heritage wine attracting significant interest from local producers

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Retailing developments

On-trade vs off-trade split  
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