



# Beer in Peru

June 2024

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## Beer in Peru - Category analysis

### KEY DATA FINDINGS

#### 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

Prevailing economic uncertainty likely to dissuade investment in new product launches in the short term

Craft breweries must differentiate their beer from industrial lager so as not to be left behind

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