



Euromonitor  
International

# Wine in Peru

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainty continues to constrain still wine consumption  
Local leaders lose ground amid rising preference for imported wines  
Modern distribution gains traction as small grocers lose share

PROSPECTS AND OPPORTUNITIES

Economic recovery expected to support category-wide growth, especially in still grape and non-alcoholic wines  
Argentinian wines to remain the top import choice, while Chilean and Spanish brands recover  
Local producers turn to heritage varietals to carve out a niche in a competitive market

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Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

## TAXATION AND DUTY LEVIES

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
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