

# Alcoholic Drinks in Panama

July 2025

**Table of Contents** 

#### Alcoholic Drinks in Panama

## **EXECUTIVE SUMMARY**

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

Cross-border/private imports

Key New Product Launches

Outlook

## MARKET DATA

- Table 1 Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
- Table 2 Sales of Alcoholic Drinks by Category: Total Value 2019-2024
- Table 3 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
- Table 4 Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
- Table 5 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024
- Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
- Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
- Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
- Table 9 GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
- Table 10 Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2019-2024
- Table 11 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
- Table 12 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
- Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
- Table 14 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
- Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

# **DISCLAIMER**

# **BEER**

Key Data Findings

2024 Developments

Beer continues to be a traditionally popular choice, while consumers remain price sensitive

Anheuser-Busch InBev NV is the leading company in beer sales

Supermarkets remains the main channel in the distribution of beer while small local grocers records the strongest growth

**Prospects and Opportunities** 

Beer remains a popular alcoholic drink over the forecast period

Beer variety continues to widen with increased availability of international brands

Non alcoholic beer remains niche but becomes increasingly popular due to growing health and wellness awareness Category Data

- Table 16 Sales of Beer by Category: Total Volume 2019-2024
- Table 17 Sales of Beer by Category: Total Value 2019-2024
- Table 18 Sales of Beer by Category: % Total Volume Growth 2019-2024
- Table 19 Sales of Beer by Category: % Total Value Growth 2019-2024
- Table 20 Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
- Table 21 Sales of Beer by Off-trade vs On-trade: Value 2019-2024
- Table 22 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 23 Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 24 GBO Company Shares of Beer: % Total Volume 2020-2024
- Table 25 NBO Company Shares of Beer: % Total Volume 2020-2024
- Table 26 LBN Brand Shares of Beer: % Total Volume 2021-2024
- Table 27 Forecast Sales of Beer by Category: Total Volume 2024-2029
- Table 28 Forecast Sales of Beer by Category: Total Value 2024-2029
- Table 29 Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
- Table 30 Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

#### WINE

**Key Data Findings** 

2024 Developments

A growing wine culture in Panama encourages consumers to try new products

New products are common, as wine lovers attempt to try new flavors

Food/drink/tobacco specialists and supermarkets carry a wide variety of wine options

**Prospects and Opportunities** 

Consumers seek out new options and explore food pairings

Tourism continues supporting sales of wine over the forecast period

Consumers increasingly adopt a greater foucs on health and more mindful consumption over the forecast period

Category Data

- Table 31 Sales of Wine by Category: Total Volume 2019-2024
- Table 32 Sales of Wine by Category: Total Value 2019-2024
- Table 33 Sales of Wine by Category: % Total Volume Growth 2019-2024
- Table 34 Sales of Wine by Category: % Total Value Growth 2019-2024
- Table 35 Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2019-2024
- Table 36 Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2019-2024
- Table 37 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 38 Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 39 Forecast Sales of Wine by Category: Total Volume 2024-2029
- Table 40 Forecast Sales of Wine by Category: Total Value 2024-2029
- Table 41 Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
- Table 42 Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

## **SPIRITS**

Key Data Findings

2024 Developments

Panamanians continue to consume spirits when socialising, with other spirits being the most popular

Varela Hermanos SA is the leading company in spirits

Supermarkets is the leading distribution channel within spirits

Prospects and Opportunities

Forecast period growth for both premium and value brands

Flavour trends continue to expand in rum

Consumers moderate their consumption over the forecast period in line with growing health consciousness

#### Category Data

- Table 43 Sales of Spirits by Category: Total Volume 2019-2024
- Table 44 Sales of Spirits by Category: Total Value 2019-2024
- Table 45 Sales of Spirits by Category: % Total Volume Growth 2019-2024
- Table 46 Sales of Spirits by Category: % Total Value Growth 2019-2024
- Table 47 Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2019-2024
- Table 48 Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2019-2024
- Table 49 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 50 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 51 GBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 52 NBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 53 LBN Brand Shares of Spirits: % Total Volume 2021-2024
- Table 54 Forecast Sales of Spirits by Category: Total Volume 2024-2029
- Table 55 Forecast Sales of Spirits by Category: Total Value 2024-2029
- Table 56 Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029
- Table 57 Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

#### CIDER/PERRY

**Key Data Findings** 

2024 Developments

Cider/perry is not a popular drink in the country, with demand remaining mainly seasonal

Valle, Ballina & Fernández SA is the leading company in cider/perry distribution

Food/drink/tobacco specialists remains the most popular channel for cider/perry sales, followed by supermarkets

Prospects and Opportunities

Slow forecast period growth for cider/perry

Artisanal beer lovers enjoy artisanal cider

Cider has potential among consumers seeking alcoholic drinks with a lower alcohol content

Category Data

- Table 58 Sales of Cider/Perry: Total Volume 2019-2024
- Table 59 Sales of Cider/Perry: Total Value 2019-2024
- Table 60 Sales of Cider/Perry: % Total Volume Growth 2019-2024
- Table 61 Sales of Cider/Perry: % Total Value Growth 2019-2024
- Table 62 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024
- Table 63 Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024
- Table 64 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 65 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 66 GBO Company Shares of Cider/Perry: % Total Volume 2020-2024
- Table 67 NBO Company Shares of Cider/Perry: % Total Volume 2020-2024
- Table 68 LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024
- Table 69 Forecast Sales of Cider/Perry: Total Volume 2024-2029
- Table 70 Forecast Sales of Cider/Perry: Total Value 2024-2029
- Table 71 Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029
- Table 72 Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

# RTDS

**Key Data Findings** 

2024 Developments

Demand for RTDs is growing

Diageo leads in RTDs thanks to the popularity of its Smirnoff brands

Supermarkets leads in the distribution of RTDs

Prospects and Opportunities

Younger generations and tourists continue driving sales growth of RTDs over the forecast period

Flavor innovation continues to attract young adults seeking new experiences

Wellness trends expand the category over the forecast period

Category Data

Table 73 - Sales of RTDs by Category: Total Volume 2019-2024

Table 74 - Sales of RTDs by Category: Total Value 2019-2024

Table 75 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 76 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 77 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 78 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 79 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 80 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 81 - GBO Company Shares of RTDS: % Total Volume 2020-2024

Table 82 - NBO Company Shares of RTDS: % Total Volume 2020-2024

Table 83 - LBN Brand Shares of RTDS: % Total Volume 2021-2024

Table 84 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 85 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 86 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 87 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-panama/report.