Alcoholic Drinks in Paraguay

July 2025

Table of Contents

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Category Data

CIDER/PERRY

Key Data Findings
2024 Developments
Double-digit growth of cider as surplus stock in Argentina is sold in Paraguay at heavily discounted prices
Cider is led by Grupo AJ Vierci and its popular Preferida brand
Small local grocers accounts for the majority of cider sales
Prospects and Opportunities
Moderate growth of cider/perry sales over the forecast period
Cider suffers competition from the growing popularity of other sparkling wine
Industry players focus on premiumisation through new product development and extension of consumption occasions
Category Data

RTDS

Key Data Findings
2024 Developments
Strong growth of RTDs sales driven by growing consumption among young adults
Smirnoff Ice retains its outright lead, though the Dr Lemon brand gains momentum
Supermarkets and small local grocers lead, while retail e-commerce generates strong growth from a low base
Prospects and Opportunities
Upbeat growth projected for RTDs driven by intense product innovation aimed at widening the consumer base
Hard seltzers enters Paraguay driven by the health and wellness trend

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