

# Peru: Beer - Market Report. Analysis And Forecast To 2025





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# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the beer market in Peru. It presents the latest data of the market size, consumption, domestic production, exports and imports, price dynamics and trends in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term.

Country coverage: Peru

Product coverage:  
Beer made from malt.

Data coverage:

- Beer market size and value in Peru
- Volume and dynamics of beer production in Peru
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for beer
- Beer market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of beer in Peru

Why buy this report

- Get the full picture of the market
- Assess future market prospects
- Identify Key success factors on the beer market in Peru
- Adjust your marketing strategy

## B

## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

|                      |                 |     |
|----------------------|-----------------|-----|
| Key findings in 2015 |                 |     |
| Market Volume        | thousand tonnes | *** |
|                      | % to 2014       | *** |
| <hr/>                |                 |     |
| Market Value         | million USD     | *** |
| in *** prices        | % to 2014       | *** |
| <hr/>                |                 |     |
| Production           | thousand tonnes | *** |
|                      | % to 2014       | *** |
|                      | million USD     | *** |
|                      | % to 2014       | *** |
| <hr/>                |                 |     |
| Imports              | thousand tonnes | *** |
|                      | % to 2014       | *** |
|                      | million USD     | *** |
|                      | % to 2014       | *** |
| <hr/>                |                 |     |
| Exports              | thousand tonnes | *** |
|                      | % to 2014       | *** |
|                      | million USD     | *** |
|                      | % to 2014       | *** |

Source: \*\*\*

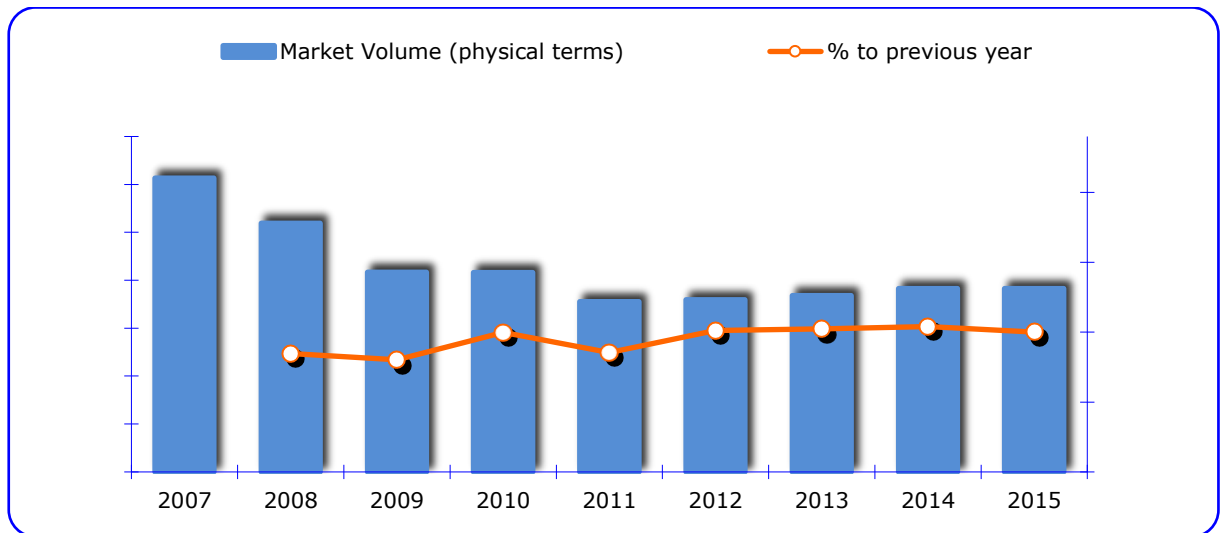
### 2.2 MARKET TRENDS

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# B 3. MARKET OVERVIEW

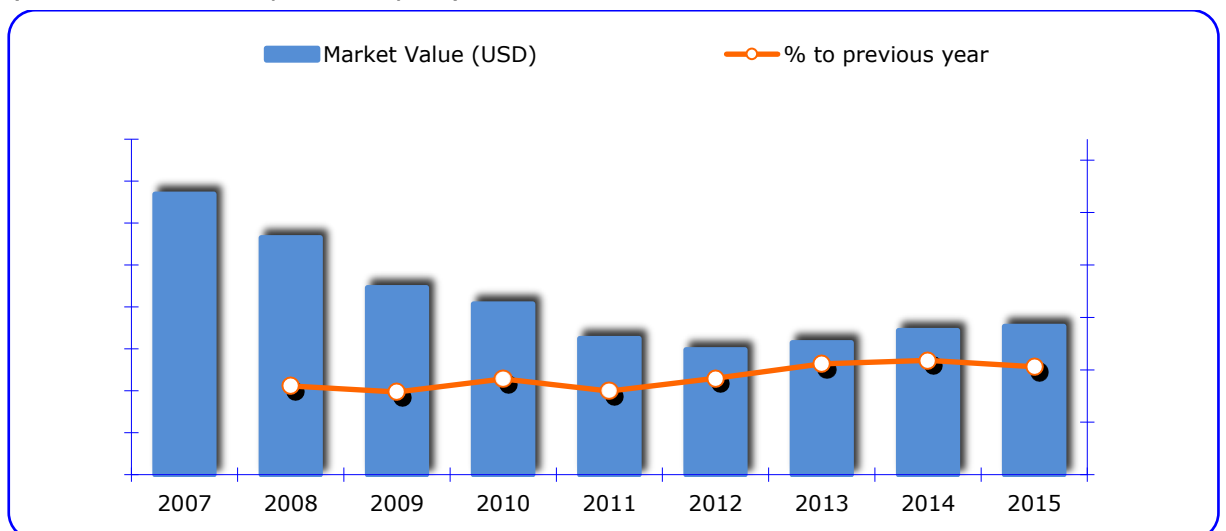
## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes, % to previous year)



Source: \*\*\*

Figure 2: Market Value, 2007-2015  
(million USD, % to previous year)



Source: \*\*\*

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Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes)

| Product             | Unit               | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------|
| Domestic production | tonnes             | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Imports             | tonnes             | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Exports             | tonnes             | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Market Volume       | tonnes             | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million USD), in \*\*\* prices

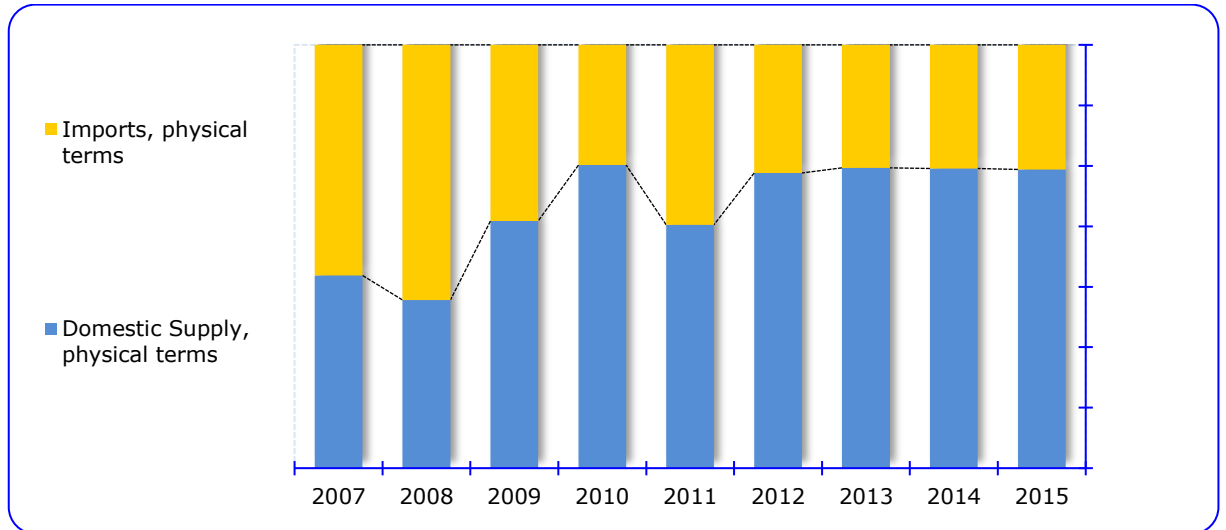
| Product             | Unit               | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|-----------------|
| Domestic production | USD                | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Imports             | USD                | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Exports             | USD                | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Market Volume       | USD                | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
|                     | % to previous year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

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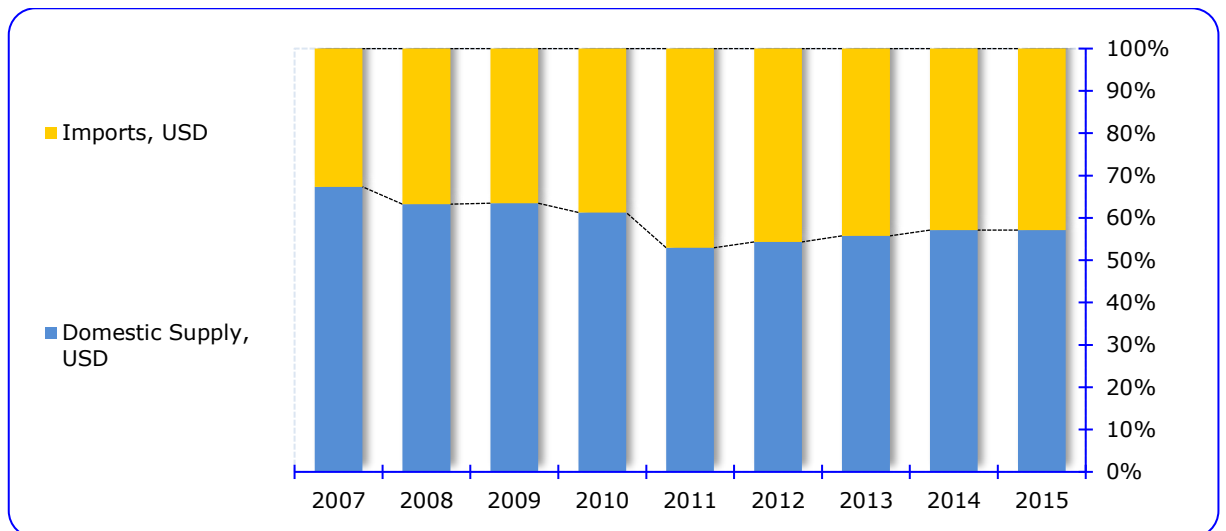
**3.2 MARKET STRUCTURE**

Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on tonnes)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on USD), in \*\*\* prices



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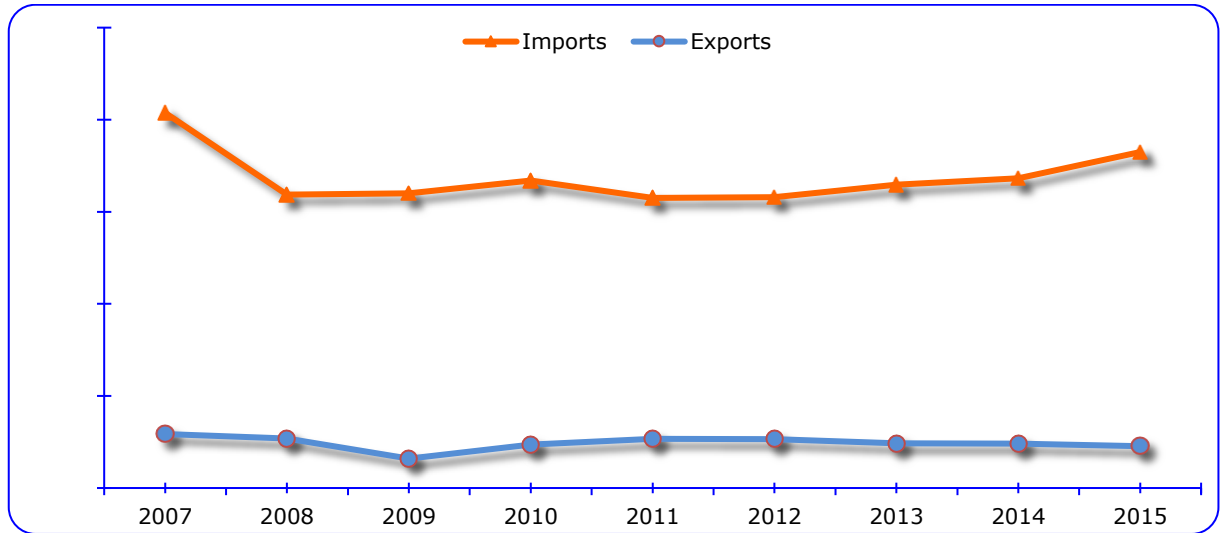


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### 3.3 TRADE BALANCE

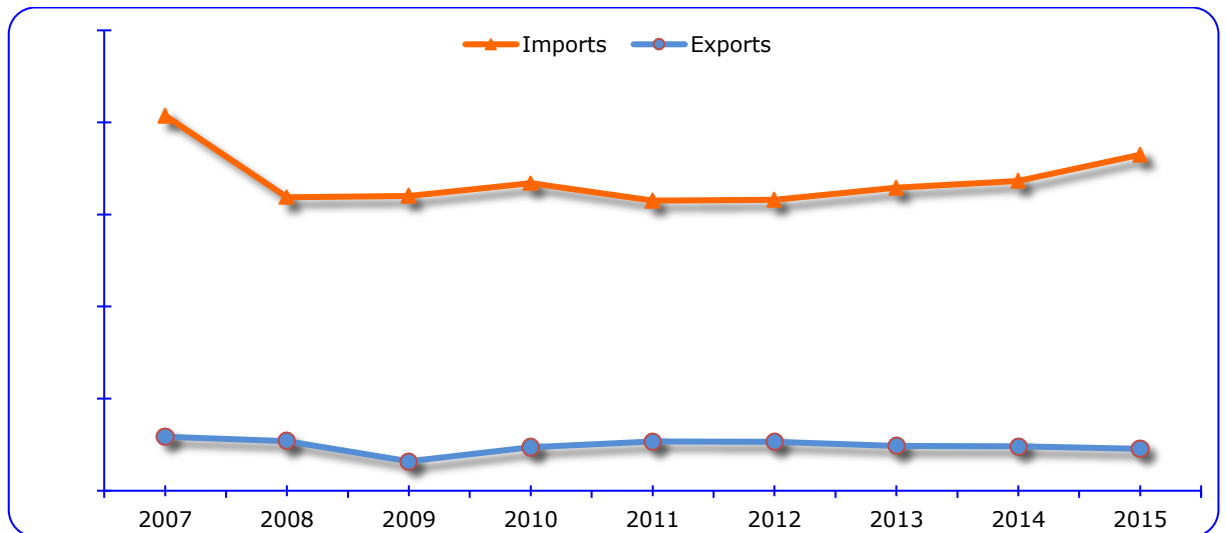
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Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand tonnes)



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Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million USD), in import/export prices



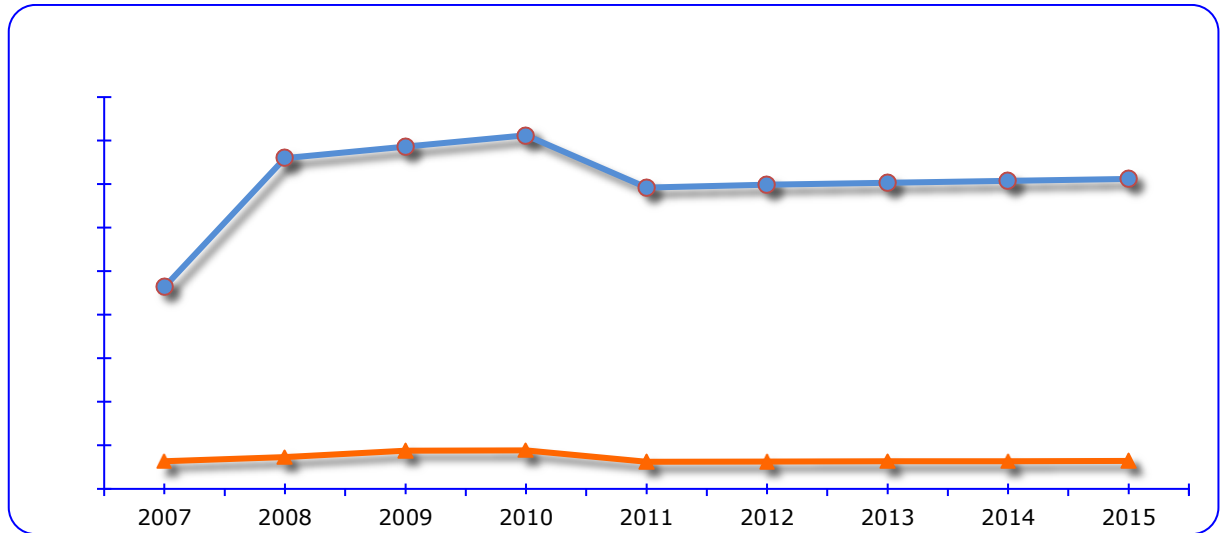
Source: \*\*\*

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### 3.4 PER CAPITA CONSUMPTION

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Figure 7: Per Capita Consumption, 2007-2015  
(tonne/year and USD/year)



Source: \*\*\*

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Table 4: Per Capita Consumption in 2007-2015  
(tonne/year and USD/year)

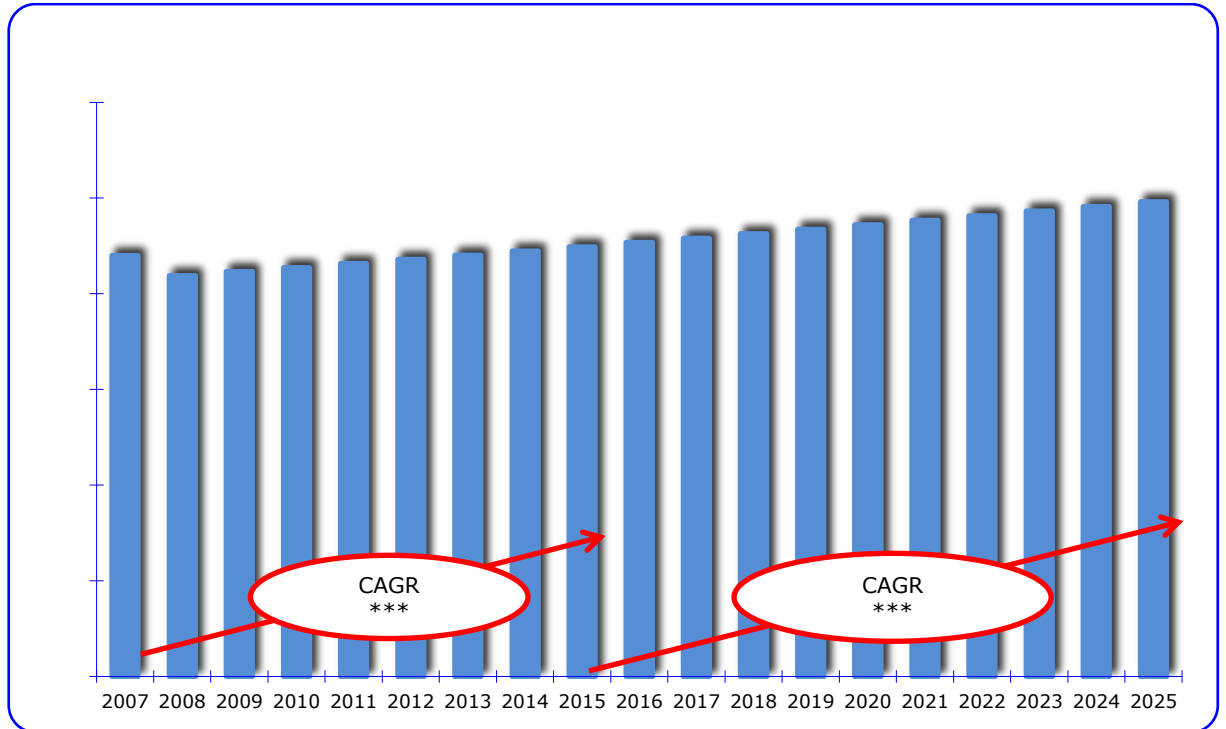
| Item                   | Tonne       | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|------------------------|-------------|------|------|------|------|------|------|------|------|------|-----------------|
| Per capita consumption | Tonne /year | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Per capita consumption | USD/ year   | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

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### 3.5 MARKET FORECAST TO 2025

Figure 8: Market Forecast to 2025



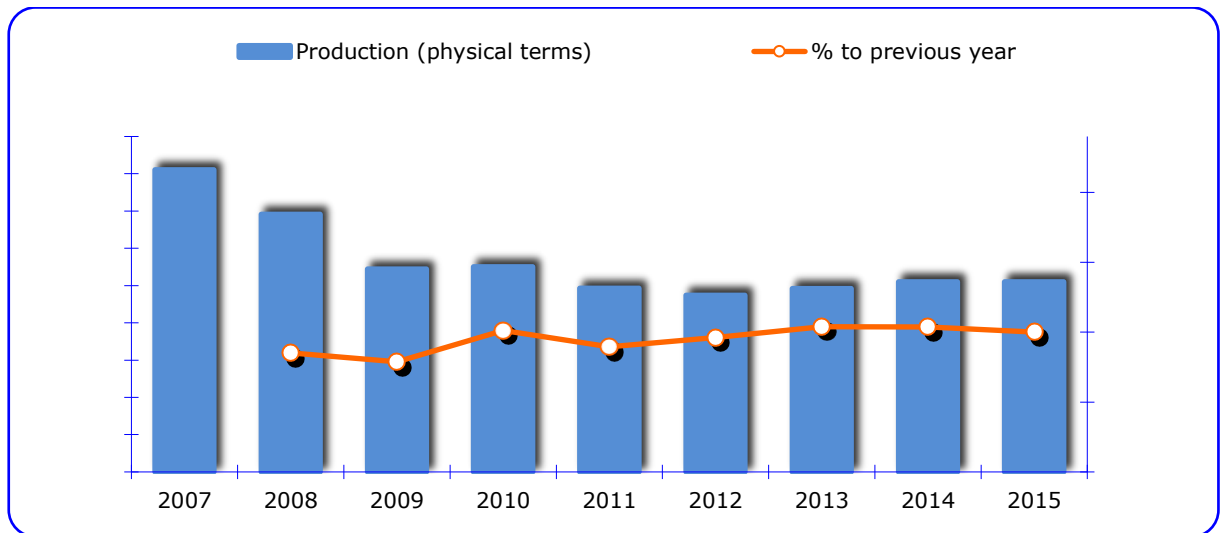
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# 4. DOMESTIC PRODUCTION

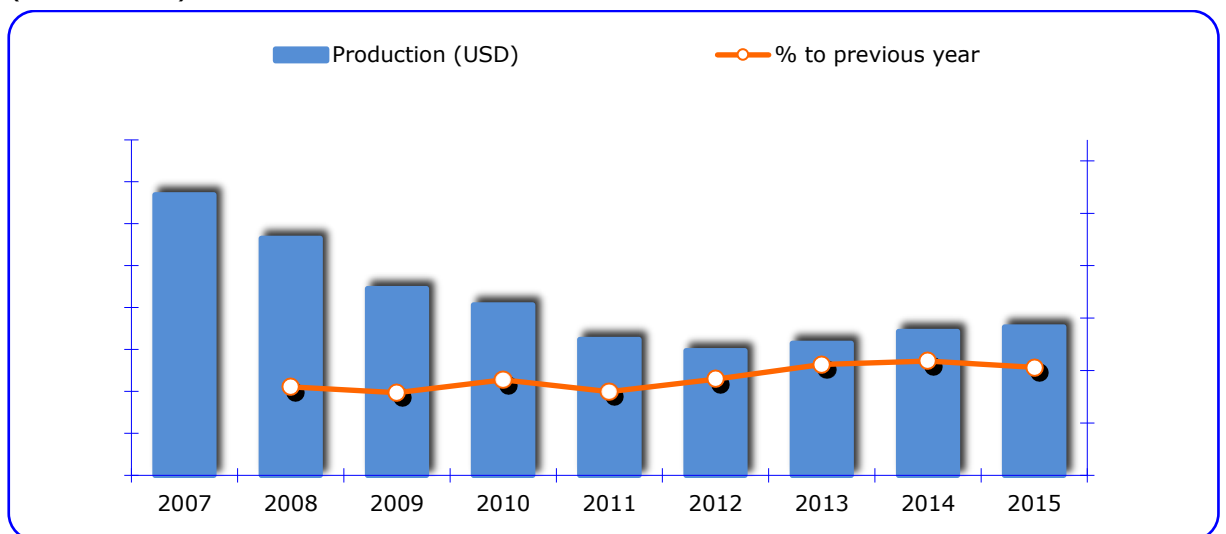
## 4.1 PRODUCTION FROM 2007-2015

Figure 9: Production, in Physical Terms, 2007–2015  
(thousand tonnes)



Source: \*\*\*

Figure 10: Production, in Value Terms, 2007–2015  
(million USD)

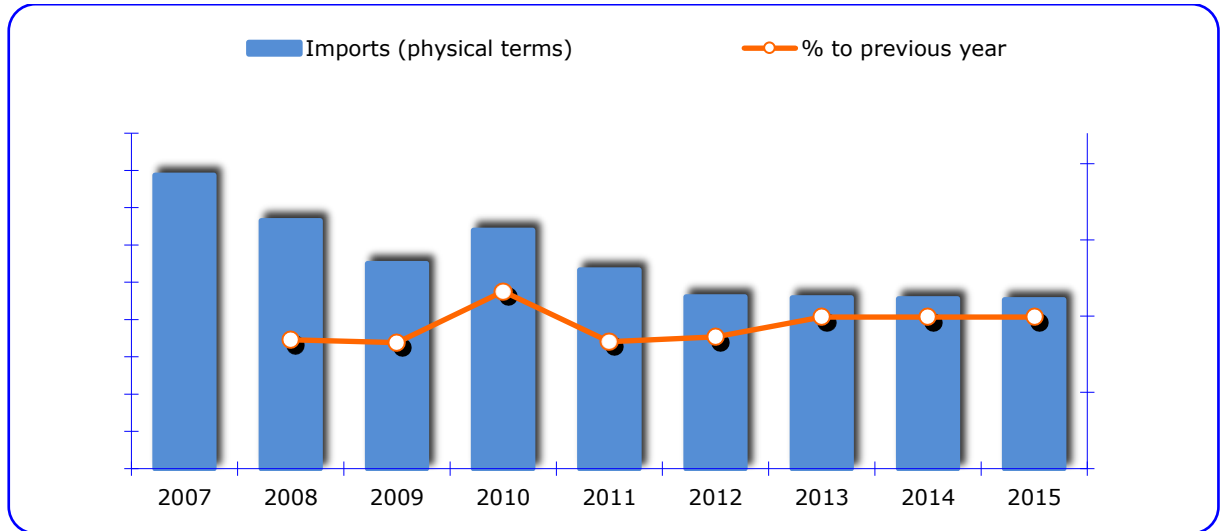


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# B 5. IMPORTS

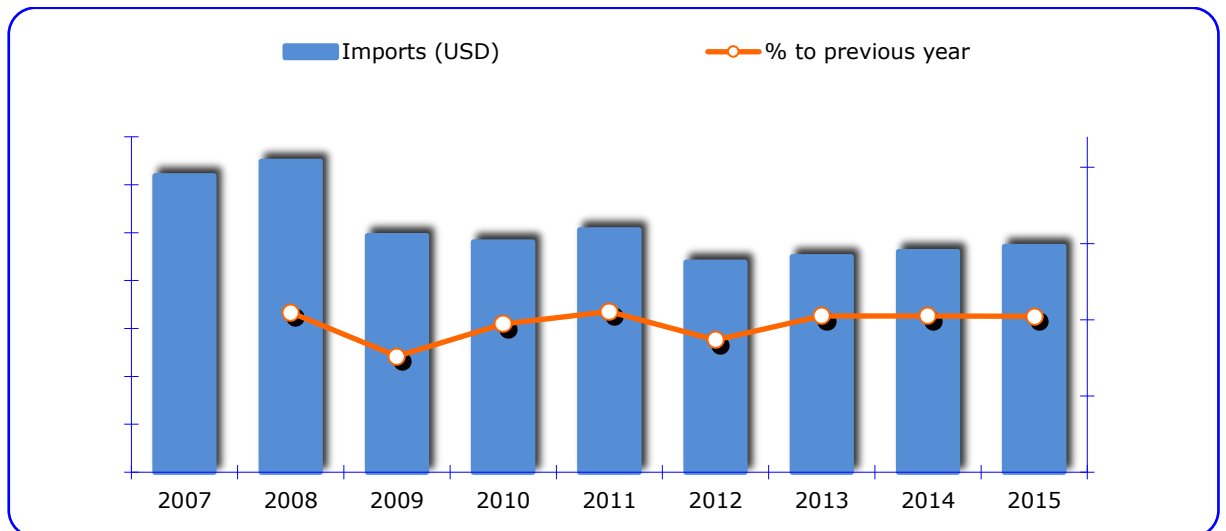
## 5.1 IMPORTS FROM 2007-2015

Figure 11: Imports, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 12: Imports, in Value Terms, 2007-2015  
(million USD)



Source: \*\*\*

## 5.2 IMPORTS BY COUNTRY

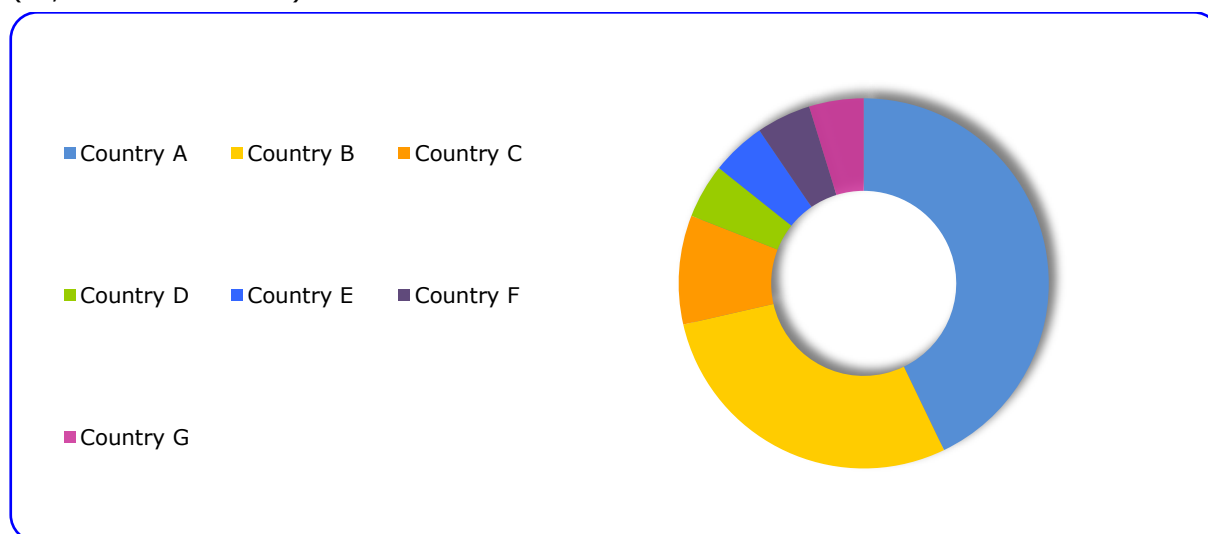
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Figure 13: Imports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



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Table 5: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Others         | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Total          | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

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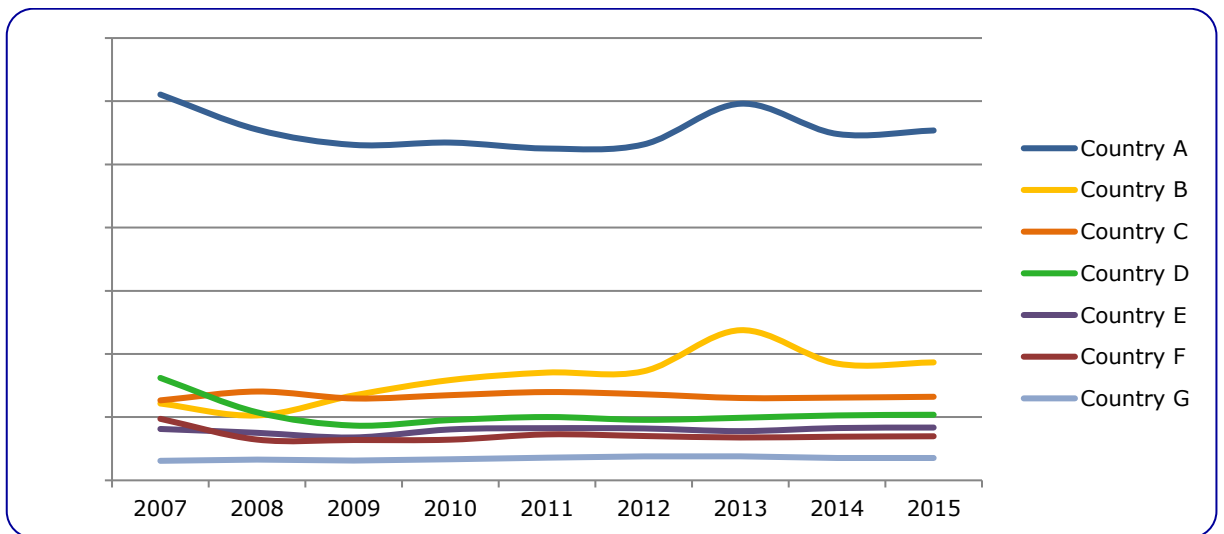
Table 6: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Others         | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Total          | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

Source: \*\*\*

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Figure 14: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)



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Figure 15: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

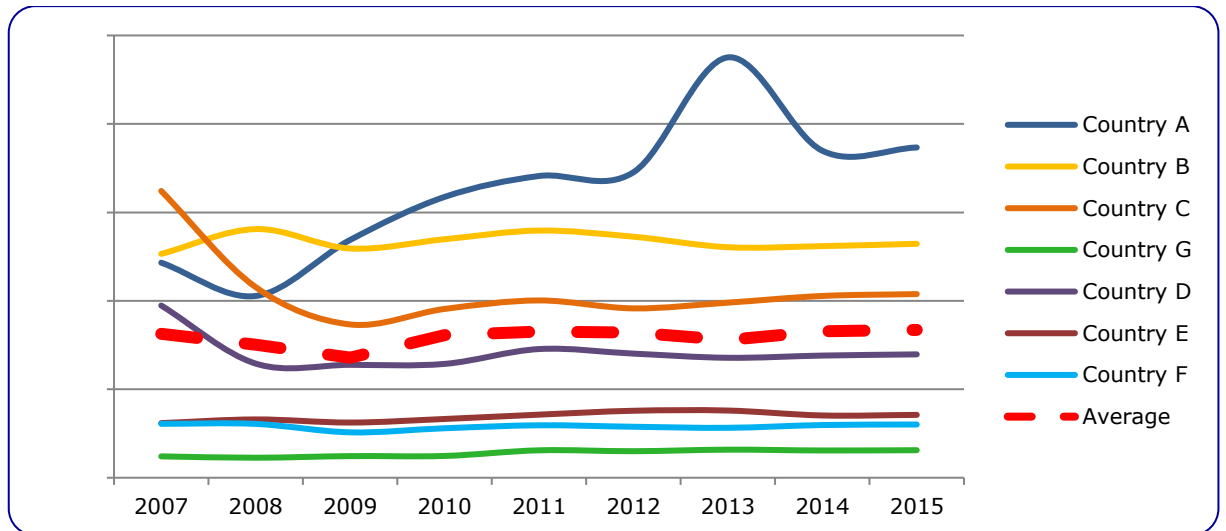


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### 5.3 IMPORT PRICES BY COUNTRY

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Figure 16: Import Prices, by Country, 2007-2015  
(USD per tonne)



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Table 7: Import Prices, by Country of Origin, 2007-2015  
(USD per tonne)

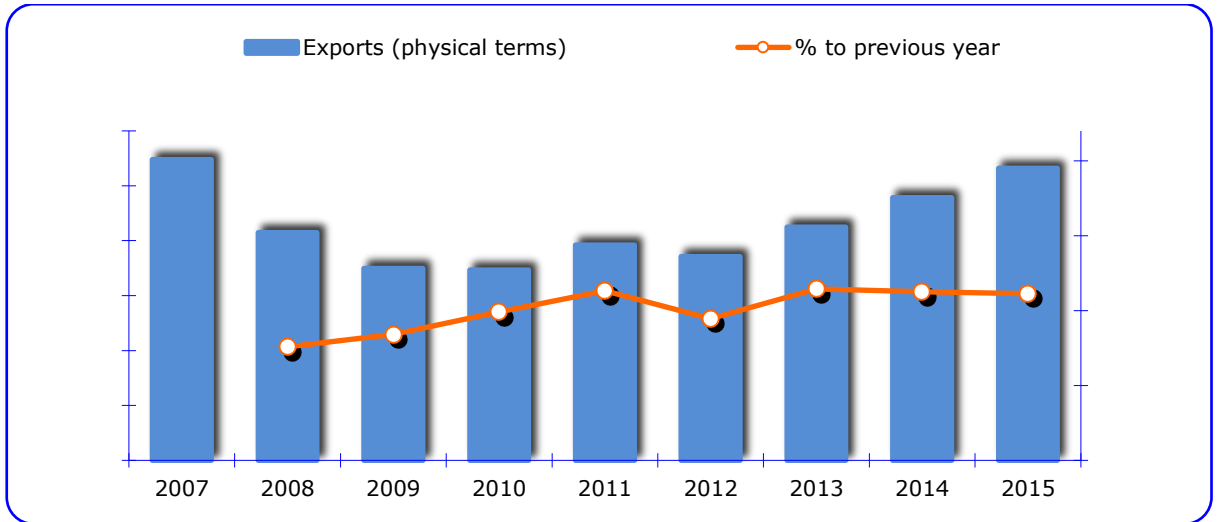
| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR<br>2007-<br>2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |
| Average        | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                   |

Source: \*\*\*

## B 6. EXPORTS

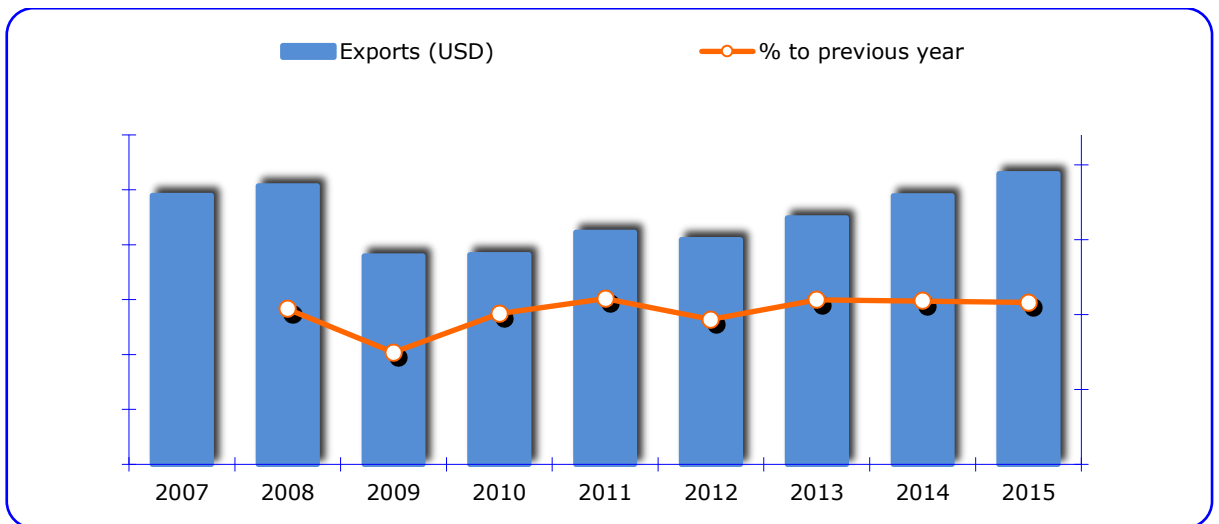
### 6.1 EXPORTS FROM 2007-2015

Figure 17: Exports, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 18: Exports, in Value Terms, 2007-2015  
(million USD)

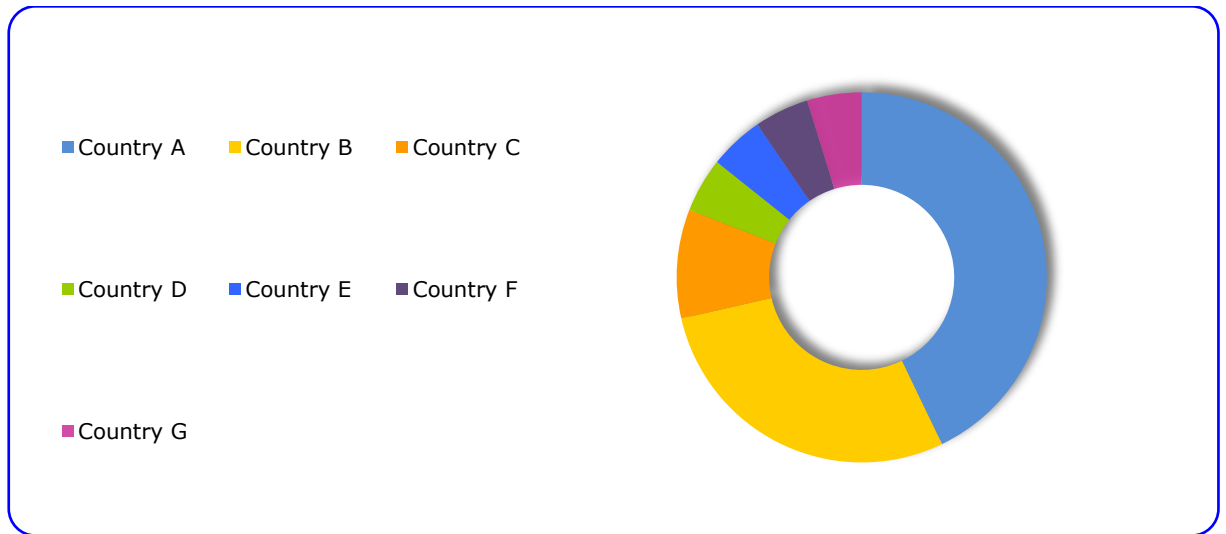


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### 6.2 EXPORTS BY COUNTRY

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Figure 19: Exports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



Source: \*\*\*

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. .  
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Table 8: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Others         | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Total          | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

Source: \*\*\*

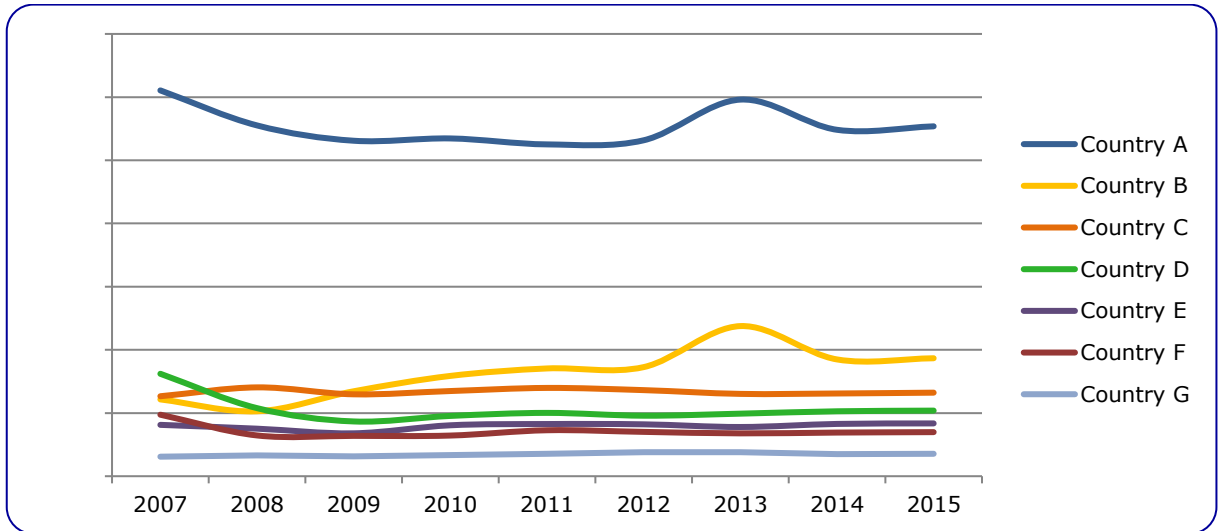
B

Table 9: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Others         | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |
| Total          | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***             |

Source: \*\*\*

Figure 20: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

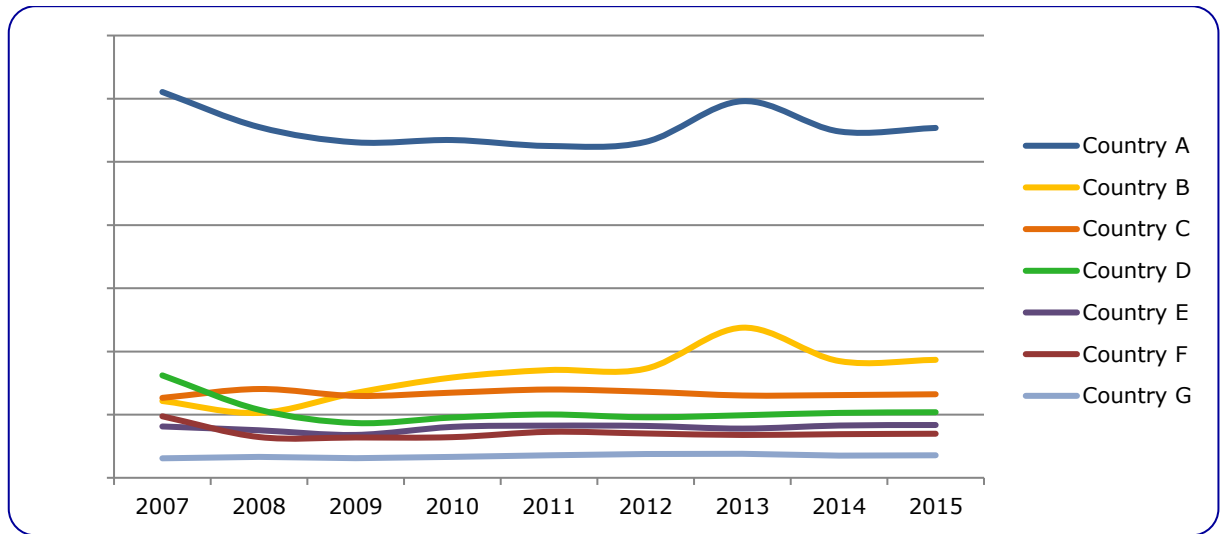


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Figure 21: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

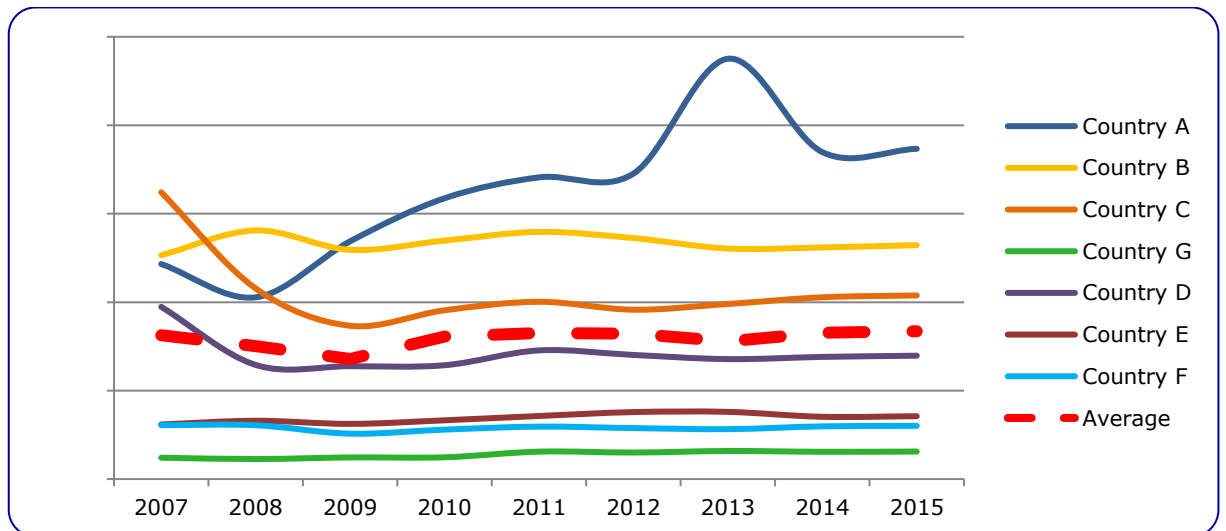


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### 6.3 EXPORT PRICES BY COUNTRY

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Figure 22: Export Prices, by Country of Destination, 2007-2015  
(USD per tonne)



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Table 10: Export Prices, by Country of Destination, 2007-2015  
(USD per tonne)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR,<br>2007-<br>2015 |
|----------------|------|------|------|------|------|------|------|------|------|------------------------|
| Country A      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country B      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country C      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country D      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country E      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country F      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Country G      | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |
| Average        | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***  | ***                    |

Source: \*\*\*



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