

MARKET INNOVATION OVERVIEW

CATEGORY: Alcoholic Beverages | **COUNTRY:** Peru

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

ALCOHOLIC BEVERAGES PRODUCTS IN THE AMERICAS

WINE AND FORTIFIED & OTHER WINE

Convenient formats can offer a broad appeal: Packaging beyond the traditional glass bottle can attract a broader demographic to the wine category by emphasising convenience, portability or storage life.

Scope for more organic innovation: With the trend towards more natural and organic products and lifestyles, there is a significant opportunity for innovation in organic wines.

BEER AND CIDER

Category blurring encourages consumer interest: Blurring beers and ciders with more healthful drinks like kombucha and tea will resonate with consumers who are looking for a more functional alcoholic drink.

Collaborative brewing can bolster innovation: Collaborating with other breweries can open up opportunities for new and innovative flavour and ingredient combinations and elevate consumer interest.



ALCOHOLIC PRODUCTS IN PERU

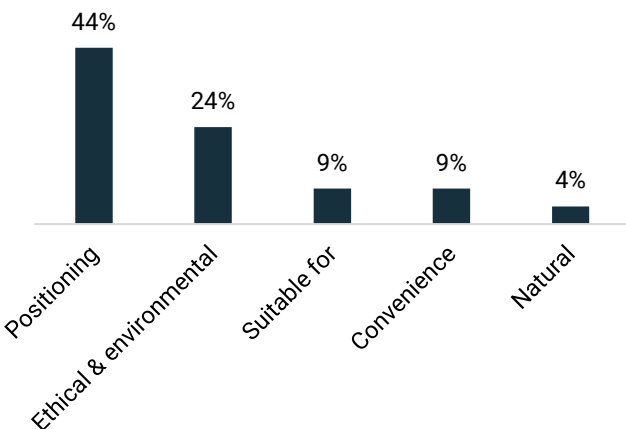
Market Overview

The Peruvian alcoholic beverages sector is expected to grow from €4.24 billion in 2018 to €4.97 billion by 2023, at a CAGR of 3.2%. In volume terms, the sector is expected to grow from 1.53 billion L in 2018 to 1.62 billion L by 2023, registering a CAGR of 1.2%.

Per capita consumption of alcoholic beverages in Peru stood at 47.6 L in 2018 and is expected to grow and reach 48 L by 2023. Per capita expenditure in Peru stood at €132.0 in 2018 and is expected to reach €147.0 by 2023. (GlobalData, 2020)

New Product Development Analysis

Top 5 Claim Categories in Alcoholic Beverages product launches, 2019



The most active sub-category in terms of new product launches was the 'Beer' sub-category. Not far from that, the 'Flavoured Alcoholic Beverages' sub-category was responsible for a third of launches.



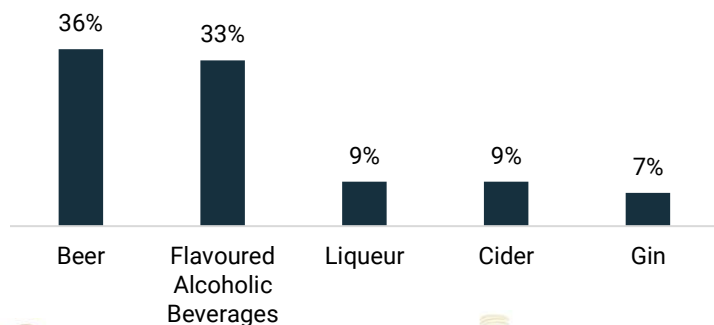
This beer has been made exclusively with selected 100% malted and roasted barleys, features a creamy foam, and a special deep dark color.



16% of drink products launched in Peru in 2019 were Alcoholic Beverages.

The 'Positioning' claim category was the most featured in the new alcoholic beverages product launches, due to the 'Social Media' and 'Premium' claims. The top claim however, was from the 'Ethical & environmental' category: the 'Eco-friendly Package' claim.

Top 5 Sub-Categories of Alcoholic Beverages product launches, 2019



This light product is ready to drink, is made with La Caravedo brand grape pisco and retails in a 275ml pack featuring a Facebook link.



This limited edition product is said to be inspired by the creamy, caramel sweetness of the Latin classic, paired with Baileys original Irish cream.

THE PERUVIAN CONSUMER



22%

Of adults in Peru often like to **experiment with new products** in the alcoholic beverages sector (2018)



59%

Of adults in Peru are willing to **pay more** for a **better quality** alcoholic beverage (2018)

(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Premiumisation: Premiumisation remains the key driver of alcohol sales. The pursuit of quality over quantity is driven primarily by healthier lifestyles and greater global prosperity. Premium brands are driving the majority of sales growth, but the definition of premium has evolved. They are now smaller, discerning and unique, not bigger, elitist and ostentatious. Premium brands of the future will provide drinkers with ever more unique and personalised products/experiences.

Legalized cannabis brings complications: The legalization of recreational cannabis is expanding in more markets, bringing with it a competitive threat for alcoholic beverages. If adults replace alcohol with cannabis, alcohol sales could be affected. At the same time, some brands are taking a chance and investing in the uncharted cannabis industry.

Low- and no-alcohol selection will grow: A long-term opportunity emerges for low- and no-alcohol beverages as more adults moderate their alcohol consumption. New production techniques are creating more flavorful products that can appeal to today's health and wellness-focused adults when they are drinking in or out of their homes. Consumers want modern alcohol options that are compatible with their desire for healthier lifestyles. This means global drinkers are increasingly demanding beverages that have a lower level of alcohol without compromising on taste or experience.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar
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