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PERÚ

New generations and wine consumption

- PERU is a country of 34 million inhabitants with a young population of 7 million 875,040 people, which represents 23.58% of the total number of Peruvians.

- Current wine consumption in Peru is around 40 million liters per year, which represents a business of 220 million USD in the market. Although wine consumption has doubled in the last 20 years, it is still very low compared to other countries in the region, such as Chile or Argentina.

New generations and wine consumption

- Per capita wine consumption in Peru stands at 3 liters per year by the end of 2023. Consumption trends clearly show that red wine is the most consumed, followed by sparkling, white and, to a lesser extent, rosé.

- In Peru about 30 varieties of grapes are grown, among which are cabernet sauvignon, pinot noir, petit verdot or chardonnay, cabernet franc, tanat and also the heritage grapes with which Pisco is made as the Quebranta, Negra Criolla, Mollar, Torontel, Albilla, Italia, Moscatel. Now it is already a trend the elaboration of wines with these patrimonial grapes.

New generations and wine consumption

Peruvian consumer profile

- Peru is the sixth country in Latin America with the highest annual alcohol consumption with 8.1 liters per capita, according to the latest report of the Panamerican Health Organization (OPS)

- Peruvians have a preference for very strong and sweet flavors. The typical example is the national cocktail, Pisco Sour, with a strong lemony and sweet taste.

- Almost all Peruvian food and drink is intense in flavors, which is why the local wine offer is the most consumed, these wines are characterized by a higher sugar content, which tends to have a better reception within the most popular sectors.

New generations and wine consumption

Peruvian consumer profile

- As the socioeconomic level rises, the wine culture increases and a greater taste for wines with a more international character is appreciated.

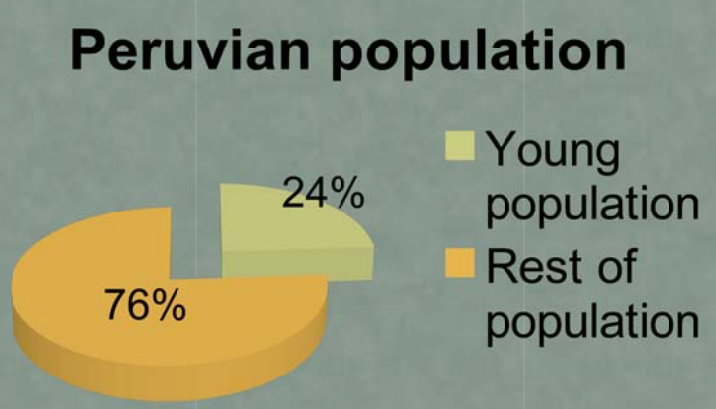
- The local consumer tends to consume Argentine and Chilean wines as they are more competitive in price. On the other hand, Spanish wine is often chosen to be enjoyed at events and special occasions.

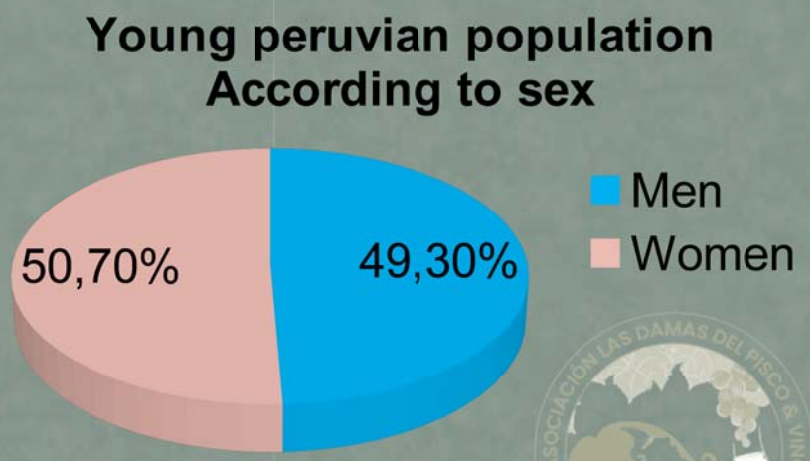
- When it comes to alcoholic beverages, Peruvian consumers have very marked tastes. Beer has always been the alcoholic beverage of choice for Peruvians, followed by wine and distilled beverages. Among the distilled beverages, rum was among the most popular, being the most consumed national drink, as well as whiskey, the favorite among imported options.

New generations and wine consumption

Young peruvian population

- The young Peruvian population that consumes alcoholic beverages is considered to be between 18 and 29 years old, that means that 1 out of every 4 Peruvians is young.





51% are women and 49% are men.

New generations and wine consumption

The custom of wine consumption among young Peruvians

- Young Peruvians do not have a wine drinking culture.
- They prefer high alcoholic beverages such as Vodka, Rum, Gin, Tequila, Pisco.
- They see wine as an elite product whose costs are not affordable and therefore prefer to opt for other alcoholic beverages.
- It is not a product that is part of the family table, it is only consumed in celebrations and special occasions.

New generations and wine consumption

The custom of wine consumption among young Peruvians

- Peru is a country with a great gastronomic proposal and very diverse, therefore, the palate of young people is very demanding and because of their own culture, they prefer to accompany dishes with refreshing drinks and with a touch of sweetness, so they opt for other beverages that are not necessarily wine.

- The price of wine is also a limiting factor for wine consumption among young people, as they are not used to drinking wine, it is very difficult for them to understand about grape varieties, wine varieties, terroirs and they feel that it is too much information for the pace of life of a young person.

New generations and wine consumption

Future of wine consumption among young people in Peru

- In Peru, the proposal for the future to achieve greater wine consumption among young people is to teach about this product with wine pairing experiences, visits to wineries, visits to grape growing fields, talks at universities and other academic centers.

- The diffusion in the different digital media would be an important tool to achieve the positioning of wine consumption, with attractive images, videos, publications in social networks such as Tiktok or Instagram, where the young person is attracted by the wine product.

New generations and wine consumption

Peruvian women's performance in the wine industry

- The presence of women in the Peruvian wine industry, especially in winemaking, dates back several generations.
- There are wine production wineries that are mostly led by women.
- Women are always focused on the quality of the wine product and on what is pleasant and acceptable to the Peruvian consumer.
- The latest trends in winemaking with heritage grapes promoted by women producers have awakened interest in its consumption, since it harmonizes very well with the gastronomic proposal of Peruvian inputs.

New generations and wine consumption

Thanks for your attention