



**Euromonitor
International**

Soft Drinks in Peru

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EXECUTIVE SUMMARY

Soft drinks performance strengthened by improved macroeconomic conditions and rising health-driven shifts

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability reshapes purchasing decisions and intensifies competitive pressure

Functionality and wellness fuel premium pockets of growth

Channel fragmentation demands greater commercial adaptability

WHAT'S NEXT?

Soft drinks to show steady medium-term expansion driven by functional, health-oriented, and hydration-led categories

Intensifying competition to favour innovation, affordability, and health-led differentiation

Distribution to expand through modern formats and digital channels while regulatory changes reshape consumption incentives

COMPETITIVE LANDSCAPE

Coca-Cola strengthens its leadership through portfolio breadth and pervasive distribution

Life International emerges as the most dynamic player with strong focus on functional hydration

CHANNELS

Traditional retail remains dominant but modern formats continue narrowing the gap

Convenience stores emerge as the fastest-growing channel, supported by proximity and immediacy

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INDUSTRY PERFORMANCE

Retail volume sales of bottled water increase in 2025 as consumers prioritise everyday hydration and health

Flavoured bottled water is the most dynamic category in 2025 due to rapid innovation and rising demand for lighter, low-sugar alternatives

WHAT'S NEXT?

Retail volume sales of bottled water are expected to rise over the forecast period as penetration deepens across all income groups

Investment, flavour expansion, and functional innovation will shape future category growth

New hydration regulations could influence consumption patterns and shift demand in foodservice

COMPETITIVE LANDSCAPE

AJE and ISM are among the leading companies in bottled water in 2025 due to affordability and strong traditional-channel reach

Life International is one of the most dynamic companies in 2025 as functional water gains traction among health-oriented consumers

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Small local grocers are the leading distribution channel in 2025 as neighbourhood proximity supports everyday hydration purchases

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Carbonates benefit from improved economic sentiment despite shifts in consumer mix

Reduced-sugar mixers and tonic water emerge as the most dynamic segment

WHAT'S NEXT?

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Healthy sodas mark a structural shift toward functionality and natural positioning

COMPETITIVE LANDSCAPE

Coca-Cola maintains leadership while value-driven competitors increase pressure

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CHANNELS

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Powder concentrates continue to lose relevance as consumers migrate to more modern hydration and flavour alternatives

INDUSTRY PERFORMANCE

Retail volume sales of concentrates decrease as consumers shift toward bottled water and affordable ready-to-drink alternatives
Powder concentrates is the most dynamic category as it represents the category’s only measured segment and maintains relevance among price-sensitive households

WHAT’S NEXT?

Retail volume sales of concentrates are expected to rise marginally over the forecast period overall
Smaller multipacks and convenience-led formats will influence category performance
Functional innovation represents an untapped growth opportunity for concentrates

COMPETITIVE LANDSCAPE

Cía Nacional de Chocolates de Perú is the leading company in 2025 in concentrates due to its strong brands and deep distribution in the traditional channel
Mondelez Perú is the most dynamic company in 2025 as Clight capitalises on premium positioning and strong presence in the modern channel

CHANNELS

Traditional retail is the leading distribution channel in concentrates due to its capillarity and relevance among lower-income households
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[Juice in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting consumer priorities and portfolio realignment redefine the juice category

INDUSTRY PERFORMANCE

Juice experiences a decline in consumption as nectars lose ground and natural juices gain visibility
Reconstituted 100% juice leads growth as premium and natural propositions gain traction

WHAT'S NEXT?

Category expected to show marginal recovery as juice drinks stabilise and nectars continue to decline
Premium innovation expands beyond Lima as consumers seek naturalness, functionality, and alternative formats
Regulation reshapes communication practices and drives renewed emphasis on authenticity

COMPETITIVE LANDSCAPE

AJE Group strengthens leadership by leveraging affordability, distribution, and adaptability
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CHANNELS

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[RTD Coffee in Peru](#)

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2025 DEVELOPMENTS

RTD coffee continues to lose relevance as consumers favour more dynamic beverage categories

INDUSTRY PERFORMANCE

Retail volume sales of RTD coffee decrease in 2025 amid low investment and limited availability

WHAT'S NEXT?

Retail volume sales of RTD coffee are expected to fall over the forecast period as investment remains limited
Cold brew offers a niche growth opportunity through the on-trade and premium positioning
Low health concern over caffeine consumption limits RTD coffee's competitive edge

COMPETITIVE LANDSCAPE

Imported Asian brands lead the category due to limited local investment and niche availability
No company stands out as the most dynamic player in 2025

CHANNELS

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[RTD Tea in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea gains momentum as healthier-positioned beverages attract consumer attention

INDUSTRY PERFORMANCE

Retail volume sales of RTD tea increase in 2025 as Lipton's return revitalises demand

Carbonated RTD tea and kombucha is the most dynamic category as modern channel penetration expands

WHAT'S NEXT?

Retail volume sales of RTD tea are expected to rise over the forecast period as health trends deepen

Innovation in family-size formats and new flavours offers an opportunity to expand consumption occasions

Health and functional positioning increasingly shape RTD tea's competitive future

COMPETITIVE LANDSCAPE

AJE remains one of the leading companies in 2025 in RTD tea but faces increasing competitive pressure

CBC Peruana is the most dynamic company overall as Lipton's relaunch drives rapid growth

CHANNELS

The modern channel strengthens leadership in RTD tea as visibility and assortment improve

E-commerce and convenience stores are the most dynamic channels as demand shifts to immediacy and variety

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks consolidate their reach despite slower value growth and rising competitive pressure

INDUSTRY PERFORMANCE

Retail volume sales of energy drinks increase in 2025 as wider penetration and stronger availability support demand

Reduced-sugar energy drinks are the most dynamic category in 2025 as consumers seek lighter, wellness-oriented stimulation

WHAT'S NEXT?

Retail volume sales of energy drinks are expected to rise over the forecast period as behavioural consolidation broadens consumption routines

Premium innovation and mass PET formats will continue shaping the competitive landscape

Sugar-free energy drinks will gain ground gradually as health-led preferences evolve

COMPETITIVE LANDSCAPE

AJE Group is one of the leading companies in energy drinks in 2025 due to Volt's strong distribution and entrenched traditional-channel presence

Emerging brands in the 'Others' group are the most dynamic in 2025 as niche positioning and bold flavours attract new consumers

CHANNELS

Small local grocers are the leading distribution channel in 2025 due to their capillary reach and alignment with impulse purchases

E-commerce is the most dynamic distribution channel in 2025 as rapid delivery platforms expand convenience and assortment access

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[Sports Drinks in Peru](#)

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2025 DEVELOPMENTS

Sports drinks face a challenging year as health trends shift and substitution pressures intensify

INDUSTRY PERFORMANCE

Retail volume sales of sports drinks decrease in 2025 as consumers shift towards healthier and more versatile hydration options

Reduced-sugar sports drinks are the most dynamic category in 2025 as demand for lighter, wellness-aligned hydration accelerates

WHAT'S NEXT?

Retail volume sales of sports drinks are expected to rise over the forecast period as wellness habits broaden consumption occasions

Premium hydration formats will set the tone for future innovation and differentiation

Sugar-free formats and adjacent functional categories will shape competitive pressure in the coming years

COMPETITIVE LANDSCAPE

AJE Group is one of the leading companies in sports drinks in 2025 due to Sporade's strong brand recognition and broad distribution
Genomma Lab Perú is the most dynamic company in 2025 as Suerox capitalises on demand for reduced-sugar functional hydration

CHANNELS

The modern channel is the leading distribution channel in sports drinks in 2025 as broader assortments and visibility drive engagement
E-commerce is the most dynamic distribution channel in 2025 as rapid delivery platforms expand access and convenience

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