



Euromonitor
International

Cafés/Bars in Peru

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved economic conditions support moderate growth in 2025

INDUSTRY PERFORMANCE

Growth of cafés/bars constrained by security concerns

Juice/smoothie bars benefit from active marketing strategies, opening new locations and delivery services

Dynamic social media campaigns and packaging solutions drive delivery sales

WHAT'S NEXT?

An improved economy and security initiatives ensure modest growth

Adoption of delivery services limited to large chains

Specialist coffee and tea shops innovate and enjoy a stronger social media presence

COMPETITIVE LANDSCAPE

Delosi continues to dominate through expansion, intense marketing activity and loyalty campaigns

Unique advertising campaigns and innovation fuel dynamic growth of Delosi

Independents lead, especially through bars/pubs, while chained foodservice businesses energise juice/smoothie bars and specialist coffee and tea shops

CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2020-2025

Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2020-2025

Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2020-2025

Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2022-2025

Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2025-2030

Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Consumer Foodservice in Peru - Industry Overview

EXECUTIVE SUMMARY

Growth supported by improved economy, outlet expansion and international recognition

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer foodservice benefits from an improving economic environment

Delivery expansion supported by the rapid adoption of third-party platforms

Restaurant loyalty programmes have low penetration, but are well received

WHAT'S NEXT?

Growth driven by dynamic marketing strategies, outlet expansion and economic improvement

New flavours, presentations, and fusions

Sustainability efforts to enhance the customer experience through higher-quality offerings

COMPETITIVE LANDSCAPE

Delosi SA leads, supported by a diverse portfolio of brands

Grupo Norkys' dynamism driven by constant promotions, strategic partnerships, and an ambitious expansion of new locations

NG Restaurants SA operates a broad portfolio of brands

CHANNELS

Expansion of delivery services primarily among chained operators

Innovative packaging and restaurant renovations in restaurants

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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