



Hot Drinks in El Salvador

February 2026

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EXECUTIVE SUMMARY

Despite economic stability, industry sales are impacted by rising unit prices

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INDUSTRY PERFORMANCE

In retail, consumers become less brand loyal, while foodservice grows from a lower base

Tea consumption benefits from healthy perceptions

Younger demographics show a growing preference for cold beverages

WHAT'S NEXT?

Coffee benefits from energy-boosting functionality and indulgence, while tea is increasingly considered for its health benefits

Flavoured powder drinks become increasingly irrelevant

The production and prices of coffee, tea and cocoa are impacted by climate change

COMPETITIVE LANDSCAPE

Nestlé SA leads thanks to the popularity of its Nescafé and Musun brands

Quality Grains SA de CV, the owner of the Riko brand, registers solid growth

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Industry Performance

Instant coffee appeals for its convenience despite price volatility

Growing interest in niche premium coffee among high socioeconomic groups

What's Next?

Sustained forecast period growth and opportunities for the development of local speciality coffee brands

Climate impact affects production volumes and consumption patterns of Salvadoran coffee

Coffee's functionalities go beyond energy-boosting attributes

Competitive Landscape

Nescafé maintains a strong leadership in instant coffee, but faces increasing pressure from value brands and private label products

Quality Grains SA de CV achieves strong growth with its Riko brand

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Private label coffee boosts the positioning of supermarkets while small local grocers expands its reach

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Low popularity of black tea and tea bags

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Growing interest in products with herbal/natural compounds favours sustained forecast period growth of tea

Functionality in teas is expected to align with more personalised needs

Sustainability practices enable further growth in tea, connecting favourably with the values of younger generations

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McCormick maintains leadership but faces growing pressure from emerging brands with pricing strategies

Growing dynamism of Manza Té SA and its eponymous brand

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Industry Performance

Flavoured powder drinks remains the most popular other hot drink

Plant-based options grow in popularity while smaller pack sizes make these products more financially accessible

What's Next?

The slowdown in the birth rate and current consumer habits hamper the performance of flavoured powder drinks over the forecast period

Limited editions and innovation with local flavours seek to reconnect with children

Flavoured powder drinks face the challenge of repositioning with superior nutritional functionality attributes

Competitive Landscape

Nestlé SA leads with Nesquik which is popular in flavoured powder drinks

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