



Euromonitor
International

Soft Drinks in Paraguay

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EXECUTIVE SUMMARY

Strong Economic Indicators and a Reduction In Smuggling Of Goods From Argentina Bolster Sales Of Soft Drinks

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INDUSTRY PERFORMANCE

Climate Change Boosts Demand For Thirst-Quenching Soft Drinks

Rising Health Awareness Benefits Bottled Water While Functional Drinks Gain Momentum

Soft Drinks Is Both Positively And Negatively Impacted By Climate Change

WHAT'S NEXT?

Moderate Growth Of Soft Drinks Over The Forecast Period

Health And Wellness And Functionality Characterise Soft Drinks In The Forecast Period

Retail E-Commerce Maintains A Positive Growth Trajectory

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COUNTRY REPORTS DISCLAIMER

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2025 Developments

Carbonates continues growing but loses consumers to bottled water, particularly flavoured bottled water

Industry Performance

Many consumers remain heavy consumers of carbonates despite the health and wellness trend

Synergy between alcoholic and non-alcoholic drinks benefits sales of tonic water/mixers/other bitters

What's Next?

Slowing growth of carbonates sales as consumers switch to bottled water and healthy juices

Better For You Trend Continues To Shape The Category

Sustainability Investment Is Driven By Growing Environmental Concerns

Competitive Landscape

Coca-Cola retains its total domination of carbonates sales

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Industry Performance

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The wide availability of fresh fruit in the country limits sales of packaged juice

What's Next?

Juice sales continue growing driven by 100% juice

Product innovations in vegetable-infused juice appear over the forecast period

Climate change reduces the further expansion of juices

Competitive Landscape

Watt's remains the undisputed leader in 2025

Paraguay Refrescos SA achieves strong growth with the Del Valle brand

Channels

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Key Data Findings

2025 Developments

Bottled water sales register upbeat growth driven by higher demand of natural healthier beverages

Industry Performance

Still flavoured bottled water experiences an increase in popularity

Rising health consciousness as well as affordability and on-the-go convenience boost sales of bottled water

What's Next?

Further sales growth of bottled water as some consumers switch from carbonates

Flavoured water captures carbonates consumers through flavour innovation and reduced sugar variants

Climate change fuels further development of bottled water sales

Competitive Landscape

Seltz leads sales with Paraguay Refrescos showing good results through Dasani and Benedictino

Paraguay Refrescos SA enjoys strong growth thanks to a widening of its distribution network

Channels

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2025 Developments

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Industry Performance

Sports drinks remains more popular than energy drinks

Growing consumer base and widening distribution channels boost consumer accessibility to sports drinks

What's Next?

Sales grow further driven by wellness and functionality

Oral replenishments expand the consumer base towards new consumption occasions

Better for you emerges over the forecast period

Competitive Landscape

Gatorade solidifies its leadership through product innovation

The Coca-Cola Co registers the strongest growth thanks to its Powerade brand

Channels

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Convenience stores registers the strongest growth from a low base

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Key Data Findings

2025 Developments

Upbeat growth of energy drinks fuelled by young adults

Industry Performance

Consumption mainly seen among young people seeking wakefulness

Reduced sugar energy drinks grow in popularity

What's Next?

Energy drinks sales grow further driven by demand for functional value-added brands

Better-for-you energy drinks widen the consumer base

Surge of plant-based energy drinks due to the long tradition of yerba mate in the country

Competitive Landscape

Dark Dog leads sales with Red Bull increasingly driven by intense advertising activity

Red Bull achieves the strongest growth

Channels

Supermarkets retains the strongest share in energy drinks

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Key Data Findings

2025 Developments

Modest increase of powder concentrates targeting low- and middle-income groups

Industry Performance

Powder concentrates remains the dominant category

Orange is the most popular flavour followed by mixed fruit flavours

What's Next?

Sales continue growing driven by low-priced convenient options

Natural ingredients are key to sustaining growth

Growing concerns over tap water hinder sales

Competitive Landscape

Paraguay Trading commands sales with intense product innovation

Modinar Paraguay SA records the strongest growth

CHANNELS

Small local grocers accounts for the majority of sales but loses ground to convenience stores

Convenience stores develop in Paraguay thanks to the expansion of the Biggie chain

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2025 Developments

Niche RTD coffee experiences double-digit growth driven by convenience and functionality

Industry Performance

RTD coffee players capitalise on seasonal consumption patterns

Sales of iced coffee grow driven by younger generations

What's Next?

Sales continue expanding with new players making an entrance

Reduced sugar or lactose-free variants provide the category with some impetus

Higher unit prices of RTD coffee compares to other categories of soft drinks dampen forecast period growth

Competitive Landscape

Nestlé Paraguay SA retains the outright lead in RTD coffee expanding its brand to a wider scope

Nestlé Paraguay is also the most dynamic company in 2025

Channels

Supermarkets command strong share

Convenience stores makes great gains

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