

## **Juice in Peru**

Market Direction | 2023-12-13 | 26 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The year 2023 marked a period of growth for juice companies, propelled by a significant rise in average temperatures due to El Nino at the year's onset and in the latter half. These weather patterns led to heightened sensations of heat compared to previous years, prompting individuals to actively seek hydration. As a result, juices emerged as one of the most advantageous categories, with consumption surging as a popular choice among soft drinks. Juices are widely perceived as a more natural and...

Euromonitor International's Juice in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Juice market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Juice in Peru  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### JUICE IN PERU

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Positive year for juice companies

Inflationary pressures prompt price increases

Ajeper SA fortifies its position in juice

##### PROSPECTS AND OPPORTUNITIES

Private labels: A significant threat

Diverse flavours attract consumers

Juices loses relevance as mixers due to tonic growth

##### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

##### SOFT DRINKS IN PERU

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Peru

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Juice in Peru

Market Direction | 2023-12-13 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com