

Soft Drinks in Peru

Market Direction | 2023-12-13 | 77 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The year 2023 witnessed significant growth among soft drinks players, primarily influenced by a notable rise in the country's average temperature. This increase was largely attributed to the onset of El Nino at the year's commencement and in the latter half. These climatic shifts resulted in heightened heat levels, prompting an increased need for hydration. Consequently, consumers gravitated towards soft drinks like bottled water, carbonates, juices, and sports drinks.

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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

www.scotts-international.com

Table of Contents:

Soft Drinks in Peru
Euromonitor International
May 2024

List Of Contents And Tables

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

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 □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

CARBONATES IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates on the rise but constrained by social and economic context

Colas and other non-colas remain the primary preferences

Sugar-free is yet to emerge as a significant differentiator

PROSPECTS AND OPPORTUNITIES

Anticipated competition intensification in the short term

Cocktail trend driving novel flavours

Mixers expected to continue leading growth

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

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

Table 58 Off-trade Sales of Juice by Category: Value 2018-2023

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

A warmer 2023 spurs accelerated growth

Ajeper SA maintains leadership

Stock shortages prompt price increases

PROSPECTS AND OPPORTUNITIES

Rising relevance of bulk consumption

Elevated importance of premiumisation

Augmented benefits propel the future of functional water

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in response to elevated hydration needs amid hotter year

Aggressive entry of new competitors

Traditional grocery retailers remain relevant

PROSPECTS AND OPPORTUNITIES

Modern channels hold the greatest growth potential
Abundant opportunities for innovation in sports drinks
Kombucha's accelerated growth influences sports drinks

CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 82 Off-trade Sales of Sports Drinks: Value 2018-2023
Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revitalisation of on-trade and traditional grocery retailers fuels growth

Renewal with new fruity flavours

Promotional strategies as decisive factors in purchases

PROSPECTS AND OPPORTUNITIES

Untapped potential in sports drinks

Diversifying consumption occasions for energy drinks amid rising competition

Influencer-driven energy drinks: An impending threat

CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 94 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climate and economic factors bolster demand

Alicorp SA introduces innovation with Umsha drinkable jelly

Continued relevance of traditional grocery retailers

PROSPECTS AND OPPORTUNITIES

Towards consolidation in the competitive landscape

Rising popularity of water flavourings potentially to affect concentrates sales

Health-conscious habits impact product ingredients

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 107 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 114 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 115 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 116 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 117 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 118 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 119 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

The hotter year and return to normality enhance growth prospects

Ajeper extends its dominance in still RTD teas

Carbonated RTD tea sees concentration led by Veda

PROSPECTS AND OPPORTUNITIES

Little variety of flavours presents an opportunity for innovation

Kombucha emerges as a premium choice for athletes

Promoting health benefits can elevate still RTD tea brands

CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 121 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 129 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 130 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 131 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 132 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sales struggle amid high prices, hampering RTD coffee growth

Other soft drinks thrive amidst soaring temperatures

Starbucks RTD sales surge in the B2B channel

PROSPECTS AND OPPORTUNITIES

Regular coffee presents an eminent growth opportunity

Low consumer awareness inhibits growth

Rising interest in Asian products can stimulate RTD coffee sales

CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 134 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Peru

Market Direction | 2023-12-13 | 77 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com