

Peru Soft Drinks Market Report and Forecast 2025-2034

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Report description:

The Peru soft drinks market attained a value of USD 2371.00 Million in 2024. The market is estimated to grow at a CAGR of 6.40% during 2025-2034 to reach a value of USD 4409.08 Million by 2034.

Peru Soft Drinks Market Growth

The rapid urbanisation, a large percentage of the young population, and rising demand for seasonal soft drinks are some of the major factors boosting the market growth. As per the estimations and projections, around 82.6 per cent of the population resides in the urban areas of the country which boosts the growth of soft carbonated drinks that are easily available at retail stores there. Moreover, Peru's demographic data in 2023 states that the population in the age range of 15 to 29 years reached 7 million 867 thousand young people, which creates ample opportunities for the market as consumers in this age range are more likely to be influenced by marketing campaigns.

Soft drinks are widely popular during summer due to the high temperature and the requirement to stay hydrated and cool. Some companies even offer limited edition products during peak summer conditions to attract more consumers and stay ahead of their peers. Furthermore, the expansion of the retail chain has increased the accessibility of supermarkets and convenience stores even in small towns and rural areas, allowing the soft drinks sector to penetrate deeply into the country.

Peru Soft Drinks Industry Segmentation

"Peru Soft Drinks Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type:

- Carbonated

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- Non-Carbonated
- Energy and Sports Drinks

Market Breakup by Product:

- Sodas
- Flavored Carbonated Drinks
- Flavored Water
- Carbonated Natural Water

Market Breakup by Category:

- Low/No Calorie
- Regular

Market Breakup by Packaging:

- Metal Cans
- Plastic Bottles
- Glass Bottles
- Board Carton and Boxes
- Others

Market Breakup by Distribution Channel:

- Hypermarkets/Supermarkets
- Convenience Stores
- HoReCa
- Online Channel
- Others

Peru Soft Drinks Market Share

Regular soft drinks account for a significant Peru soft drinks market share owing to their widespread availability and preferable taste among consumers. These drinks are extremely popular among young adults and teens as well as low-income people who cannot afford zero-calorie drinks regularly. Meanwhile, no/zero calorie drinks are gaining prominence among health-conscious consumers who are looking to cut down on their sugar consumption.

Leading Companies in Peru Soft Drinks Market

The market players are focusing on sustainable packaging such as rPET bottles for soft drinks to gain a competitive edge in the market.

- The Coca-Cola Company
- Monster Beverage Corporation

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- Red Bull GmbH
- AJE Group
- UNION DE CERVECERIAS PERUANAS BACKUS Y JOHNSTON SAA
- Others

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