

# Soft Drinks in Peru

December 2023

**Table of Contents** 

#### 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

#### 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 37 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

#### 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 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 54 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

- Table 58 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
- Table 59 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 60 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 61 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 62 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 63 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 64 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 65 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 66 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 67 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
- Table 68 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume 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 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

- Table 70 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 71 Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 72 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 73 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 74 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 75 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 76 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 77 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 78 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 79 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 80 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 81 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
- Table 82 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 83 Forecast Off-trade Sales of Concentrates by Category: % Value 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 84 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 85 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

#### RTD Coffee in Peru

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales struggle amid high prices, hampering RTD coffee growth

Other soft drinks thrive amidst soaring temperatures

Starbucks RTD sales resurge 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 96 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 97 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 107 - Forecast Off-trade Sales of RTD Coffee: % 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 108 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

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

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % 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 121 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 122 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 132 - Forecast Off-trade Sales of Energy Drinks: % 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 133 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 134 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-peru/report.