

# Cafés/Bars in Peru

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Cafés/bars see significant growth in 2023 thanks to post-pandemic socialising and dynamism amongst players

Specialist coffee and tea shops continues to perform well and Starbucks remains on top

Cafés increasingly focus on offering ambience and high quality products to recover pre-pandemic sales

### PROSPECTS AND OPPORTUNITIES

Café/bars will continue to grow due to dynamism of specialist coffee and tea shops

Bars/pubs have great growth potential with the advent of specialist signature bars

Starbucks will reinforce leadership with expansion of Greener Stores format focusing on sustainability

### CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2018-2023

Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2018-2023

Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2018-2023

Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2018-2023

Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2018-2023

Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2018-2023

Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2019-2023

Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2020-2023

Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2023-2028

Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2023-2028

Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2023-2028

Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2023-2028

Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2023-2028

Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Peru - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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