

Cafés/Bars in Latin America

June 2022

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Key findings

REGIONAL OVERVIEW

Latin America records a declining historic period CAGR

Positive growth expected throughout the forecast period

Argentina loses more than half its sales in cafés/bars over 2016-2021

Cafés account for the bulk of historic period losses in Argentina

Bars/pubs dominate the regional losses in Latin America in 2016-2021

Latin American cafés/bars start to recover from 2021

Dominant standalone location weathers the COVID-19 storm best in 2020...

...but leisure, lodging, retail and travel record stronger recoveries in 2021

LEADING COMPANIES AND BRANDS

Cafés/bars very fragmented in Latin America

Starbucks to resume its pre-pandemic rate of outlet openings in Mexico

Starbucks a very visible presence in most markets

Café Martínez moves into the top 10 brand rankings in 2021

FORECAST PROJECTIONS

While positive growth is expected throughout the forecast period...

...sales are not expected to reach 2019 levels before 2026

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

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Colombia: Competitive and Retail Landscape

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Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

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