Euromonitor International

Tea in Peru

December 2025

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Tea in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Trading down and wellness priorities shape a flat but resilient tea market in 2025

INDUSTRY PERFORMANCE

Price-led value growth masks softer demand and a shift to more economical teas
Herbal and traditional medicinal teas gain momentum on the back of functionality and natural positioning

WHAT'S NEXT?

Tea category expected to gradually recover as mid-priced offers and new occasions expand
Innovation and iced formats become central to reducing seasonality and attracting younger consumers
Herbal and medicinal teas to gain further relevance on the back of wellness and women's health trends

COMPETITIVE LANDSCAPE

Corporación Alimentaria Suiza SAC consolidates mass-market leadership through Herbi and strong value positioning
Cuisine & Co emerges as the most dynamic tea brand under Cencosud's retail umbrella

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Traditional small retailers remain important but lose ground as discounters advance
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Hot Drinks in Peru - Industry Overview

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Macroeconomic stabilisation underpins a gradual recovery in hot drinks demand

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INDUSTRY PERFORMANCE

Affordability tensions drive pack rationalisation and search for better value
Premiumisation window narrows, but selective trading up persists in high-value niches
Well-being and functionality become cross-cutting drivers across categories

WHAT'S NEXT?

Moderate value expansion expected, led by coffee and functional infusions
Competitive strategies evolve as private label and mid-priced players gain importance
Modern and digital channels reshape access and reinforce the role of promotion and variety

COMPETITIVE LANDSCAPE

Nestlé Perú SA remains the benchmark player through portfolio breadth and strong distribution
Corporación Herbi consolidates leadership in tea via low prices and extensive reach
Finca Villa Rica, Cuisine & Co and Industrias Alimenticias Cusco drive the strongest growth across segments

CHANNELS

Small local grocers remain central but gradually cede ground to modern formats
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