EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

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Fountain sales in Peru

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Bottled Water in Peru

KEY DATA FINDINGS
2022 DEVELOPMENTS

Boiled water continues to present competition to bottled water, despite the latter’s healthy image. Family-sized and bulk formats gain greater prominence, due their value-for-money positioning. Ajeper SA remains the market leader in 2022.

PROSPECTS AND OPPORTUNITIES

Search for wellbeing contributes to recovery. Alkaline water set to benefit from health trends. Growing trend towards bulk formats and packages.

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Carbonates in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy growth in 2022, fuelled by recovery of foodservice. Regular carbonates outperform their reduced-sugar counterparts, with orange and lemon/lime variants suffering from waning consumer interest. Arca retains its lead, supported by its wide distribution network and effective marketing strategy.

PROSPECTS AND OPPORTUNITIES

Mixed outlook for carbonates, with health concerns expected to limit demand. Local brands will have solid potential, in view of increased consumer price sensitivity. E-commerce set for development, but small local grocers will continue to play a key role.

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Concentrates in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS

Affordability pays dividends for powdered concentrates in time of economic uncertainty
Alicorp gains share amid dwindling competition
Traditional channel remains most relevant

PROSPECTS AND OPPORTUNITIES

Healthier options likely to increase in number and drive growth
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Juice in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS

Juice sees full recovery in 2022, with local ingredients and health benefits being the key drivers of growth
Home-made juice places pressure on sales
Ajeper targets growing demand for healthy options

PROSPECTS AND OPPORTUNITIES

Continued growth expected, with 100% juice leading the way
Growing demand for local brands
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RTD Coffee in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales remain very low with high prices limiting demand
Preference for fresh coffee a barrier to growth
Major brands Starbucks and Café Olé exit

PROSPECTS AND OPPORTUNITIES
Developing coffee culture could benefit sales of RTD coffee
Players will need to identify new market niches
E-commerce can be a channel with greater potential in short term

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RTD Tea in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS
High prices and a lack of marketing activity limits demand for RTD tea
Kombucha is a fashionable choice
Ajeper retains its lead due to absence of strong competition

PROSPECTS AND OPPORTUNITIES
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Local and traditional flavours and healthier options could stir demand
Opportunities lie at both ends of the price spectrum

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**Energy Drinks in Peru**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Dynamic performance in 2022, fuelled by return to hectic lifestyles

Volt continues to lead sales, with sugar-free varieties being a key focus

British American Tobacco enter the energy drinks market with Hype

**PROSPECTS AND OPPORTUNITIES**

Return to pre-pandemic lifestyles offers opportunity for expansion

Health concerns will have a growing impact on purchasing decisions

Competition from other types of soft drinks with ‘vitality’ claims could emerge

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**Sports Drinks in Peru**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Flat performance in 2022, despite resumption of team sports

Producers attempt to widen consumer base for sports drinks

Sporade continues to lead concentrated market

**PROSPECTS AND OPPORTUNITIES**

Slow growth predicted, in view of limited consumer base

Low-sugar and naturally-flavoured varieties offer potential for growth
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