



**Euromonitor
International**

Hot Drinks in Peru

December 2025

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EXECUTIVE SUMMARY

Macroeconomic stabilisation underpins a gradual recovery in hot drinks demand

KEY DATA FINDINGS

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

E-commerce consolidates as the fastest-growing channel on the back of convenience and promotions

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FOODSERVICE VS RETAIL SPLIT

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Coffee in Peru

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2025 DEVELOPMENTS

Economic recovery, price pressure and entrenched instant habits define 2025 coffee performance

INDUSTRY PERFORMANCE

Higher prices constrain volumes while instant coffee remains the everyday standard
Freeze-dried formats lead value growth as consumers seek better quality within instant

WHAT'S NEXT?

Coffee set for gradual recovery as prices stabilise and coffee culture deepens
Freeze-dried coffee and instant mixes expected to anchor future value gains
Sustainability credentials gain weight in brand positioning and consumer choice

COMPETITIVE LANDSCAPE

Verdum Peru SAC consolidates leadership amid intense competition from global and local players
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Tea in Peru

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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

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Corporación Alimentaria Suiza SAC consolidates mass-market leadership through Herbi and strong value positioning
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2025 DEVELOPMENTS

Macroeconomic stabilisation and cultural occasions underpin demand for other hot drinks

INDUSTRY PERFORMANCE

Easing inflation supports a cautious recovery in other hot drinks
Chocolate-based flavoured powder drinks remain the main growth engine in 2025

WHAT'S NEXT?

Seasonal rituals and expanded usage occasions expected to support steady future growth
Cost-efficiency and pod-packs strengthen the value proposition for price-sensitive consumers
Nutrition-focused innovation and other plant-based hot drinks offer new growth avenues

COMPETITIVE LANDSCAPE

Nestlé Perú SA maintains category leadership while facing intensifying competition
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