



Euromonitor
International

Juice in Peru

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting consumer priorities and portfolio realignment redefine the juice category

INDUSTRY PERFORMANCE

Juice experiences a decline in consumption as nectars lose ground and natural juices gain visibility

Reconstituted 100% juice leads growth as premium and natural propositions gain traction

WHAT'S NEXT?

Category expected to show marginal recovery as juice drinks stabilise and nectars continue to decline

Premium innovation expands beyond Lima as consumers seek naturalness, functionality, and alternative formats

Regulation reshapes communication practices and drives renewed emphasis on authenticity

COMPETITIVE LANDSCAPE

AJE Group strengthens leadership by leveraging affordability, distribution, and adaptability

Zand Sac gains traction through premium cold-pressed innovation and expanded visibility

CHANNELS

Traditional retailers retain category leadership through proximity and accessibility

Convenience stores lead channel growth as on-the-go formats gain relevance

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[Soft Drinks in Peru - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks performance strengthened by improved macroeconomic conditions and rising health-driven shifts

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability reshapes purchasing decisions and intensifies competitive pressure

Functionality and wellness fuel premium pockets of growth

Channel fragmentation demands greater commercial adaptability

WHAT'S NEXT?

Soft drinks to show steady medium-term expansion driven by functional, health-oriented, and hydration-led categories

Intensifying competition to favour innovation, affordability, and health-led differentiation

Distribution to expand through modern formats and digital channels while regulatory changes reshape consumption incentives

COMPETITIVE LANDSCAPE

Coca-Cola strengthens its leadership through portfolio breadth and pervasive distribution

Life International emerges as the most dynamic player with strong focus on functional hydration

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Traditional retail remains dominant but modern formats continue narrowing the gap

Convenience stores emerge as the fastest-growing channel, supported by proximity and immediacy

FOODSERVICE VS RETAIL SPLIT

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