



**Euromonitor
International**

Soft Drinks in Paraguay

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Strong Economic Indicators and a Reduction In Smuggling Of Goods From Argentina Bolster Sales Of Soft Drinks

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Rising Health Awareness Benefits Bottled Water While Functional Drinks Gain Momentum

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COUNTRY REPORTS DISCLAIMER

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2025 Developments

Carbonates continues growing but loses consumers to bottled water, particularly flavoured bottled water

Industry Performance

Many consumers remain heavy consumers of carbonates despite the health and wellness trend

Synergy between alcoholic and non-alcoholic drinks benefits sales of tonic water/mixers/other bitters

What's Next?

Slowing growth of carbonates sales as consumers switch to bottled water and healthy juices

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What's Next?

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Climate change reduces the further expansion of juices

Competitive Landscape

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Flavoured water captures carbonates consumers through flavour innovation and reduced sugar variants

Climate change fuels further development of bottled water sales

Competitive Landscape

Seltz leads sales with Paraguay Refrescos showing good results through Dasani and Benedictino

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What's Next?

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Oral replenishments expand the consumer base towards new consumption occasions

Better for you emerges over the forecast period

Competitive Landscape

Gatorade solidifies its leadership through product innovation

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Industry Performance

Consumption mainly seen among young people seeking wakefulness

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Better-for-you energy drinks widen the consumer base

Surge of plant-based energy drinks due to the long tradition of yerba mate in the country

Competitive Landscape

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Industry Performance

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Orange is the most popular flavour followed by mixed fruit flavours

What's Next?

Sales continue growing driven by low-priced convenient options

Natural ingredients are key to sustaining growth

Growing concerns over tap water hinder sales

Competitive Landscape

Paraguay Trading commands sales with intense product innovation

Modinar Paraguay SA records the strongest growth

CHANNELS

Small local grocers accounts for the majority of sales but loses ground to convenience stores

Convenience stores develop in Paraguay thanks to the expansion of the Biggie chain

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Sales of iced coffee grow driven by younger generations

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Sales continue expanding with new players making an entrance

Reduced sugar or lactose-free variants provide the category with some impetus

Higher unit prices of RTD coffee compares to other categories of soft drinks dampen forecast period growth

Competitive Landscape

Nestlé Paraguay SA retains the outright lead in RTD coffee expanding its brand to a wider scope

Nestlé Paraguay is also the most dynamic company in 2025

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Supermarkets command strong share

Convenience stores makes great gains

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