

Cafés/Bars in Latin America

June 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Latin America records a declining historic period CAGR

Positive growth expected throughout the forecast period

Argentina loses more than half its sales in cafés/bars over 2016-2021

Cafés account for the bulk of historic period losses in Argentina

Bars/pubs dominate the regional losses in Latin America in 2016-2021

Latin American cafés/bars start to recover from 2021

Dominant standalone location weathers the COVID-19 storm best in 2020...

...but leisure, lodging, retail and travel record stronger recoveries in 2021

LEADING COMPANIES AND BRANDS

Cafés/bars very fragmented in Latin America

Starbucks to resume its pre-pandemic rate of outlet openings in Mexico

Starbucks a very visible presence in most markets

Café Martinez moves into the top 10 brand rankings in 2021

FORECAST PROJECTIONS

While positive growth is expected throughout the forecast period...

...sales are not expected to reach 2019 levels before 2026

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

Colombia: Market Context

Colombia: Competitive and Retail Landscape

Mexico: Market Context

Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cafes-bars-in-latin-america/report.