Euromonitor International

# Hot Drinks in Latin America

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Key findings

REGIONAL OVERVIEW

Latin America records the strongest growth in hot drinks in 2024
Steady value and volume growth expected in the coming years
High per capita consumption of other plant-based hot drinks in Latin America
Yerba mate remains a key product in Argentina and Uruguay
Instant products continue to dominate coffee sales in Mexico
Coffee dominates the new sales added in Latin American hot drinks in 2019-2024
Fruit/herbal and green teas continue growing in Argentina
Supermarkets make up the leading distribution channel for hot drinks
Small local grocers continue to play an important role in Latin America

LEADING COMPANIES AND BRANDS

Consolidated hot drinks markets across the region
Nestlé remains a strong regional leader in hot drinks
Brazil the major revenue generator for more than half the top 10 players
Nestlé’s Nescafé brand continues to lead hot drinks in Latin America

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Steady value and volume growth expected in the coming years
Fruit/herbal tea expected to set the pace in terms of forecast period growth

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