



# Tea in Peru

December 2025

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## Tea in Peru - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Trading down and wellness priorities shape a flat but resilient tea market in 2025

### INDUSTRY PERFORMANCE

Price-led value growth masks softer demand and a shift to more economical teas

Herbal and traditional medicinal teas gain momentum on the back of functionality and natural positioning

### 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

### COMPETITIVE LANDSCAPE

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

Cuisine & Co emerges as the most dynamic tea brand under Cencosud's retail umbrella

### CHANNELS

Traditional small retailers remain important but lose ground as discounters advance

Discounters consolidate as the fastest-growing distribution channel for tea

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## Hot Drinks in Peru - Industry Overview

### EXECUTIVE SUMMARY

Macroeconomic stabilisation underpins a gradual recovery in hot drinks demand

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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

Convenience stores and discounters gain momentum as traditional trade struggles to keep pace

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