



Euromonitor
International

Bottled Water in Peru

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water strengthens its position as the core driver of health-driven consumption in 2025

INDUSTRY PERFORMANCE

Retail volume sales of bottled water increase in 2025 as consumers prioritise everyday hydration and health
Flavoured bottled water is the most dynamic category in 2025 due to rapid innovation and rising demand for lighter, low-sugar alternatives

WHAT'S NEXT?

Retail volume sales of bottled water are expected to rise over the forecast period as penetration deepens across all income groups
Investment, flavour expansion, and functional innovation will shape future category growth
New hydration regulations could influence consumption patterns and shift demand in foodservice

COMPETITIVE LANDSCAPE

AJE and ISM are among the leading companies in bottled water in 2025 due to affordability and strong traditional-channel reach
Life International is one of the most dynamic companies in 2025 as functional water gains traction among health-oriented consumers

CHANNELS

Small local grocers are the leading distribution channel in 2025 as neighbourhood proximity supports everyday hydration purchases
Small local grocers and e-commerce are the most dynamic channels in 2025 as proximity and digital convenience drive faster growth

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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

CHANNELS

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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