



**Euromonitor
International**

RTD Coffee in Peru

December 2025

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RTD Coffee in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee continues to lose relevance as consumers favour more dynamic beverage categories

INDUSTRY PERFORMANCE

Retail volume sales of RTD coffee decrease in 2025 amid low investment and limited availability

WHAT'S NEXT?

Retail volume sales of RTD coffee are expected to fall over the forecast period as investment remains limited

Cold brew offers a niche growth opportunity through the on-trade and premium positioning

Low health concern over caffeine consumption limits RTD coffee's competitive edge

COMPETITIVE LANDSCAPE

Imported Asian brands lead the category due to limited local investment and niche availability

No company stands out as the most dynamic player in 2025

CHANNELS

Asian specialty stores lead distribution as RTD coffee remains niche and lacks mainstream presence

Asian specialty stores are also the most dynamic channel as other formats show minimal participation

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Soft Drinks in Peru - Industry Overview

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

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Convenience stores emerge as the fastest-growing channel, supported by proximity and immediacy

FOODSERVICE VS RETAIL SPLIT

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