



# Coffee in Peru

December 2025

Table of Contents

## Coffee in Peru - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic recovery, price pressure and entrenched instant habits define 2025 coffee performance

#### INDUSTRY PERFORMANCE

Higher prices constrain volumes while instant coffee remains the everyday standard

Freeze-dried formats lead value growth as consumers seek better quality within instant

#### WHAT'S NEXT?

Coffee set for gradual recovery as prices stabilise and coffee culture deepens

Freeze-dried coffee and instant mixes expected to anchor future value gains

Sustainability credentials gain weight in brand positioning and consumer choice

#### COMPETITIVE LANDSCAPE

Verdum Peru SAC consolidates leadership amid intense competition from global and local players

Finca Villa Rica stands out as the most dynamic premium coffee player in 2025

#### CHANNELS

Traditional trade remains central as modern retail gains influence in coffee distribution

E-commerce and convenience stores emerge as the fastest-growing channels

#### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 2 - Retail Sales of Coffee by Category: Value 2020-2025

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 6 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 7 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 9 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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## Hot Drinks in Peru - Industry Overview

### EXECUTIVE SUMMARY

Macroeconomic stabilisation underpins a gradual recovery in hot drinks demand

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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

## FOODSERVICE VS RETAIL SPLIT

## MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025  
Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025  
Table 14 - Retail Sales of Hot Drinks by Category: Volume 2020-2025  
Table 15 - Retail Sales of Hot Drinks by Category: Value 2020-2025  
Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025  
Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025  
Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025  
Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025  
Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025  
Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025  
Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025  
Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025  
Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030  
Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030  
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030  
Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030  
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030  
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030  
Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030  
Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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