Concentrates in Peru

December 2025

Table of Contents

Concentrates in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Powder concentrates continue to lose relevance as consumers migrate to more modern hydration and flavour alternatives

INDUSTRY PERFORMANCE

Retail volume sales of concentrates decrease as consumers shift toward bottled water and affordable ready-to-drink alternatives

Powder concentrates is the most dynamic category as it represents the category's only measured segment and maintains relevance among price-sensitive households

WHAT'S NEXT?

Retail volume sales of concentrates are expected to rise marginally over the forecast period overall

Smaller multipacks and convenience-led formats will influence category performance

Functional innovation represents an untapped growth opportunity for concentrates

COMPETITIVE LANDSCAPE

Cía Nacional de Chocolates de Perú is the leading company in 2025 in concentrates due to its strong brands and deep distribution in the traditional channel

Mondelez Perú is the most dynamic company in 2025 as Clight capitalises on premium positioning and strong presence in the modern channel

CHANNELS

Traditional retail is the leading distribution channel in concentrates due to its capillarity and relevance among lower-income households

Supermarkets and hypermarkets are the most dynamic distribution channels as broader assortments and premium offerings help mitigate category decline

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 3 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

MARKET DATA