



**Euromonitor  
International**

# Soft Drinks in Peru

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### DISCLAIMER

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth thanks to high temperatures
- AJE Group continues to be the leader in a more competitive category
- Economic context also drives demand for large formats and filters in homes and offices

PROSPECTS AND OPPORTUNITIES

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Carbonates in Peru

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- Positive performance, favoured by the weather
- PepsiCo Inc. gains new momentum thanks to global rebranding
- Aggressive promotions remain a constant in the category

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