



**Euromonitor  
International**

# Hot Drinks in Peru

December 2025

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### 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

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Coffee in Peru

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

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Tea in Peru

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2025 DEVELOPMENTS

Trading down and wellness priorities shape a flat but resilient tea market in 2025

INDUSTRY PERFORMANCE

Price-led value growth masks softer demand and a shift to more economical teas  
Herbal and traditional medicinal teas gain momentum on the back of functionality and natural positioning

## WHAT'S NEXT?

Tea category expected to gradually recover as mid-priced offers and new occasions expand  
Innovation and iced formats become central to reducing seasonality and attracting younger consumers  
Herbal and medicinal teas to gain further relevance on the back of wellness and women's health trends

## COMPETITIVE LANDSCAPE

Corporación Alimentaria Suiza SAC consolidates mass-market leadership through Herbi and strong value positioning  
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[Other Hot Drinks in Peru](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Macroeconomic stabilisation and cultural occasions underpin demand for other hot drinks

## INDUSTRY PERFORMANCE

Easing inflation supports a cautious recovery in other hot drinks  
Chocolate-based flavoured powder drinks remain the main growth engine in 2025

## WHAT'S NEXT?

Seasonal rituals and expanded usage occasions expected to support steady future growth  
Cost-efficiency and pod-packs strengthen the value proposition for price-sensitive consumers  
Nutrition-focused innovation and other plant-based hot drinks offer new growth avenues

## COMPETITIVE LANDSCAPE

Nestlé Perú SA maintains category leadership while facing intensifying competition  
Industrias Alimenticias Cusco SA emerges as the most dynamic player in 2025

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