



Euromonitor
International

RTD Tea in Peru

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RTD Tea in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea gains momentum as healthier-positioned beverages attract consumer attention

INDUSTRY PERFORMANCE

Retail volume sales of RTD tea increase in 2025 as Lipton's return revitalises demand

Carbonated RTD tea and kombucha is the most dynamic category as modern channel penetration expands

WHAT'S NEXT?

Retail volume sales of RTD tea are expected to rise over the forecast period as health trends deepen

Innovation in family-size formats and new flavours offers an opportunity to expand consumption occasions

Health and functional positioning increasingly shape RTD tea's competitive future

COMPETITIVE LANDSCAPE

AJE remains one of the leading companies in 2025 in RTD tea but faces increasing competitive pressure

CBC Peruana is the most dynamic company overall as Lipton's relaunch drives rapid growth

CHANNELS

The modern channel strengthens leadership in RTD tea as visibility and assortment improve

E-commerce and convenience stores are the most dynamic channels as demand shifts to immediacy and variety

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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

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

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