



Euromonitor
International

Other Hot Drinks in Peru

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Other Hot Drinks in Peru - Category analysis

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

CHANNELS

Convenience stores and discounters gain weight as traditional grocers lose ground

E-commerce and convenience formats are the most dynamic channels for other hot drinks

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Hot Drinks in Peru - Industry Overview

EXECUTIVE SUMMARY

Macroeconomic stabilisation underpins a gradual recovery in hot drinks demand

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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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