



Euromonitor  
International

# Cafés/Bars in Peru

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## Cafés/Bars in Peru - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Improved economic conditions support moderate growth in 2025

#### INDUSTRY PERFORMANCE

Growth of cafés/bars constrained by security concerns

Juice/smoothie bars benefit from active marketing strategies, opening new locations and delivery services

Dynamic social media campaigns and packaging solutions drive delivery sales

#### WHAT'S NEXT?

An improved economy and security initiatives ensure modest growth

Adoption of delivery services limited to large chains

Specialist coffee and tea shops innovate and enjoy a stronger social media presence

#### COMPETITIVE LANDSCAPE

Delosi continues to dominate through expansion, intense marketing activity and loyalty campaigns

Unique advertising campaigns and innovation fuel dynamic growth of Delosi

Independents lead, especially through bars/pubs, while chained foodservice businesses energise juice/smoothie bars and specialist coffee and tea shops

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## Consumer Foodservice in Peru - Industry Overview

### EXECUTIVE SUMMARY

Growth supported by improved economy, outlet expansion and international recognition

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Consumer foodservice benefits from an improving economic environment

Delivery expansion supported by the rapid adoption of third-party platforms

Restaurant loyalty programmes have low penetration, but are well received

#### WHAT'S NEXT?

Growth driven by dynamic marketing strategies, outlet expansion and economic improvement

New flavours, presentations, and fusions

Sustainability efforts to enhance the customer experience through higher-quality offerings

## COMPETITIVE LANDSCAPE

Delosi SA leads, supported by a diverse portfolio of brands

Grupo Norkys' dynamism driven by constant promotions, strategic partnerships, and an ambitious expansion of new locations

NG Restaurants SA operates a broad portfolio of brands

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Expansion of delivery services primarily among chained operators

Innovative packaging and restaurant renovations in restaurants

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