



Euromonitor
International

Sports Drinks in Peru

December 2025

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Sports Drinks in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks face a challenging year as health trends shift and substitution pressures intensify

INDUSTRY PERFORMANCE

Retail volume sales of sports drinks decrease in 2025 as consumers shift towards healthier and more versatile hydration options

Reduced-sugar sports drinks are the most dynamic category in 2025 as demand for lighter, wellness-aligned hydration accelerates

WHAT'S NEXT?

Retail volume sales of sports drinks are expected to rise over the forecast period as wellness habits broaden consumption occasions

Premium hydration formats will set the tone for future innovation and differentiation

Sugar-free formats and adjacent functional categories will shape competitive pressure in the coming years

COMPETITIVE LANDSCAPE

AJE Group is one of the leading companies in sports drinks in 2025 due to Sporade's strong brand recognition and broad distribution

Genomma Lab Perú is the most dynamic company in 2025 as Suerox capitalises on demand for reduced-sugar functional hydration

CHANNELS

The modern channel is the leading distribution channel in sports drinks in 2025 as broader assortments and visibility drive engagement

E-commerce is the most dynamic distribution channel in 2025 as rapid delivery platforms expand access and convenience

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Soft Drinks in Peru - Industry Overview

EXECUTIVE SUMMARY

Soft drinks performance strengthened by improved macroeconomic conditions and rising health-driven shifts

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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

Traditional retail remains dominant but modern formats continue narrowing the gap

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

FOODSERVICE VS RETAIL SPLIT

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