



Euromonitor
International

Energy Drinks in Peru

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks consolidate their reach despite slower value growth and rising competitive pressure

INDUSTRY PERFORMANCE

Retail volume sales of energy drinks increase in 2025 as wider penetration and stronger availability support demand
Reduced-sugar energy drinks are the most dynamic category in 2025 as consumers seek lighter, wellness-oriented stimulation

WHAT'S NEXT?

Retail volume sales of energy drinks are expected to rise over the forecast period as behavioural consolidation broadens consumption routines
Premium innovation and mass PET formats will continue shaping the competitive landscape
Sugar-free energy drinks will gain ground gradually as health-led preferences evolve

COMPETITIVE LANDSCAPE

AJE Group is one of the leading companies in energy drinks in 2025 due to Volt’s strong distribution and entrenched traditional-channel presence
Emerging brands in the ‘Others’ group are the most dynamic in 2025 as niche positioning and bold flavours attract new consumers

CHANNELS

Small local grocers are the leading distribution channel in 2025 due to their capillary reach and alignment with impulse purchases
E-commerce is the most dynamic distribution channel in 2025 as rapid delivery platforms expand convenience and assortment access

CATEGORY DATA

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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

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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