



# Coffee in Latin America

June 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Latin America beats the global average with its 2016-2021 CAGR

Slowing growth rates in the pandemic, but recovery expected from 2022

As sales slow in Brazil they impact the overall regional market

Fresh ground coffee dominates new sales in Brazil in 2016-2021

Instant coffee leads new sales in Mexico

Pandemic hits spending power in the region's biggest markets

Grocery retailers dominate retail sales of coffee

E-commerce presence remains limited in Latin American coffee

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes at a national level

Leader Nestlé makes strong share gains in 2021

Brazil the main market for almost half of the top 10 players

Nestlé brands have a strong showing in the top 10 rankings

## FORECAST PROJECTIONS

Positive volume and value growth expected in the forecast period

Fresh ground coffee pods will be the most dynamic category

Rising prices will be behind Argentina's strong growth

## COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

Colombia: Market Context

Colombia: Competitive and Retail Landscape

Dominican Republic: Market Context

Dominican Republic: Competitive and Retail Landscape

Ecuador: Market Context

Ecuador: Competitive and Retail Landscape

Guatemala: Market Context

Guatemala: Competitive and Retail Landscape

Mexico: Market Context

Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/coffee-in-latin-america/report](http://www.euromonitor.com/coffee-in-latin-america/report).