



Euromonitor
International

Hot Drinks in Paraguay

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Table of Contents

EXECUTIVE SUMMARY

Positive Economic Indicators And Economic Policies In Argentina Boost Sales Of Hot Drinks In Paraguay

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Other Hot Drinks Remains The Most Popular Thanks To The Tradition Of Yerba Mate Consumption In Paraguay
Growing Demand For Coffee Boosted By New Coffee Brands And The Growing Popularity Of Coffee Shops
Climate Change Influences Demand For Soft Drinks Over Hot Drinks

WHAT'S NEXT?

Growth For Hot Drinks Overall Though Higher Unit Prices Of Coffee Dampen Category Sales Over The Forecast Period
The Health And Wellness Trend Stimulates Launches Of Reduced Sugar Hot Drinks
Ongoing Development Of Retail E-Commerce And Supermarkets Widens Consumer Accessibility To Hot Drinks

COMPETITIVE LANDSCAPE

Nestlé Paraguay SA Leads In Hot Drinks
Varsa SRL Achieves Strong Growth Thanks To The Popularity Of Its High Quality Coffee Products

CHANNELS

Small Local Grocers Dominates Sales Of Hot Drinks
Strong Growth Of Convenience Stores From A Low Base

MARKET DATA

- Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
- Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
- Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
- Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025
- Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
- Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
- Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
- Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
- Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
- Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
- Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
- Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
- Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
- Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
- Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
- Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
- Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
- Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
- Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
- Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
- Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

COFFEE

Key Data Findings

2025 Developments

Coffee posts positive growth driven by a significant increase in the popularity of instant coffee

Industry Performance

Coffee is consumed by men and women but is particularly high in urban areas, with demand rising for premium coffee

Growing popularity of instant coffee mixes

What's Next?

Coffee continues to benefit from rising disposable incomes

Fresh coffee expands through the growing household penetration of coffee pods

Retail e-commerce continues outperforming led by Nestlé's direct-to-consumer platforms

Competitive Landscape

Nestlé dominates coffee sales with Melita growing rapidly

Varsa SRL enjoys growth thanks to the popularity of its high quality Melitta brand

Channels

Supermarkets commands sales of coffee

Retail e-commerce and convenience stores experience strong growth from a low base

Category Data

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

TEA

Key Data Findings

2025 Developments

Tea sales grow driven by a low-price positioning and a healthy image

Industry Performance

Unpackaged tea is not popular in Paraguay although unpackaged herbs are used to make tea

Growing popularity of green tea as consumers embrace its health benefits

What's Next?

Sluggish sales stem from Paraguayan preferences for yerba mate and coffee

Tea benefits from its healthy profile and a widening consumer base

Tea industry embraces sustainability and eco-friendly practices

Competitive Landscape

Santa Margarita commands sales with a strong wide offering of tea variants

In addition to leadership in tea, Santa Margarita also enjoys strong growth

Channels

Consumers of tea favour supermarkets for their purchases

Convenience stores achieves strong growth from a low base

Category Data

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025

Table 37 - Retail Sales of Tea by Category: Value 2020-2025

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

OTHER HOT DRINKS

Key Data Findings

2025 Developments

Yerba mate leads other hot drinks with high per capita consumption driven by continuous product innovation

Industry Performance

Paraguay remains a large consumer of yerba mate which is a traditional other hot drink in the country

Flavour extension and functionality drive consumer interest in yerba mate

What's Next?

Other hot drinks grows at a slow rate due to the maturity of yerba mate

Sales lose ground to fruit/herbal tea and green tea options

Retail e-commerce records rapid growth driven by convenience and wide product offerings

Competitive Landscape

Kurupí Santa Margarita SA leads sales in yerba mate driven by intense product innovation

Santa Margarita SA achieves strong growth with its Kurupí brand

Channels

Small local grocers dominates sales of other hot drinks

Convenience stores registers the strongest growth in other hot drinks sales

Category Data

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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