



Hot Drinks in Panama

March 2026

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EXECUTIVE SUMMARY

Sales Growth Of Hot Drinks Thanks To Economic Recovery

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INDUSTRY PERFORMANCE

Despite rising unit prices, consumers remain interested in premium hot drinks

Health and wellness becomes a significant driver of hot drinks' sales

Significant growth of foodservice especially via small independent cafés

WHAT'S NEXT?

Steady forecast period growth of hot drinks

Health awareness shapes demand for hot drinks

Industry players diversify by introducing cold brews, iced teas and shakes

COMPETITIVE LANDSCAPE

Casa Luker SA holds the leading position in hot drinks at the end of the review period

Grupo Nutresa SA emerges as the fastest growing player in hot drinks

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COUNTRY REPORTS DISCLAIMER

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Fresh coffee leads growth as prices slow overall volume expansion

Industry Performance

Growth in the country's coffee culture via foodservice and a widening range of both national and imported brands in retail

Coffee shops appeal to young urban dwellers who visit these stores to work and to socialise

What's Next?

Coffee sales continue growing amid rising disposable incomes and an expanding coffee culture

Innovation drives coffee growth in Panama over the forecast period

Cold brews and new consumption occasions

Competitive Landscape

Casa Luker consolidates its lead via Café Durán, while Grupo Nutresa expands rapidly with Colcafé

Grupo Nutresa SA through its Colcafé brand records the fastest growth

Channels

Supermarkets remains the largest channel for coffee backed by ongoing channel expansion

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Moderate growth of tea as the category matures in Panama

Innovation and premium products are key to recovering value

Health and wellness drives tea growth over the forecast period

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Industry Performance

Parents buy chocolate-based flavoured powder drinks as they contain a high vitamin and mineral content

Flavoured powder drinks are mainly consumed by children though reduced sugar variants are available for health conscious consumers of all ages

What's Next?

Moderate forecast period growth of other hot drinks, limited by consumption patterns and category maturity

Innovation and storytelling drive growth of other hot drinks over the forecast period

Addressing health and wellness concerns

Competitive Landscape

Nestlé SA leads other hot drinks with well established brands

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