

# Tea in Peru

November 2024

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#### Tea in Peru - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Category recovers growth due to colder temperatures in the second half of the year Black tea bags gain more ground given the economic context of recession Brands boost cold consumption of Cold Tea

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional medicines teas with much potential for growth Convenience stores gain relevance in their on-premise offer Changes in perception of health claims affect green tea outlook

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