



Euromonitor  
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# Bottled Water in Peru

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth thanks to high temperatures
- AJE Group continues to be the leader in a more competitive category
- Economic context also drives demand for large formats and filters in homes and offices

PROSPECTS AND OPPORTUNITIES

- Flavoured bottled water will grow in relevance
- Functional bottled water gains awareness with Peruvian brand Life SOS
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Soft Drinks in Peru - Industry Overview

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