Energy Drinks in Peru

November 2024

Table of Contents

Energy Drinks in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category maintains growth by attracting new consumers

TCCC launches low-cost brand Fury to compete with Volt

Market maintains innovations focused on flavour and formats

PROSPECTS AND OPPORTUNITIES

Canned format presents positive growth prospects for the future

Emerging channels will take on greater relevance for the category

High caffeine levels might be an issue to address by regulation

CATEGORY DATA

Soft Drinks in Peru - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

APPENDIX

Fountain sales in Peru

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/energy-drinks-in-peru/report.