

Direct Selling in Peru

Market Direction | 2023-03-20 | 37 pages | Euromonitor

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Report description:

Direct selling continued to sales increase in 2022, but at a slower rate than the significant growth seen in 2021, a year in which the category recovered much of the ground lost in 2020 due to the pandemic. With the growth observed in 2022, direct selling managed to slightly exceed pre-pandemic sales. The growth that occurred in 2022 was due to the significant reduction in restrictions on the mobility of people, and to the consumer confidence gained due to the advance in vaccination and the redu...

Euromonitor International's Direct Selling in Peru report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2023

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DIRECT SELLING IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling sees normalisation of activities drive recovery

Beauty and personal care and personal accessories grow due to greater dynamism of activities away from home

Online channel continues to be an important ally for direct selling

PROSPECTS AND OPPORTUNITIES

Direct selling to continue to grow moderately depending on the right price and attractive promotions

Beauty and personal care expected to continue with strong growth in coming years

Online sales will boost direct selling sales, becoming a complementary channel

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RETAIL IN PERU

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E-commerce is an important ally of retailing and continues to develop

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Informal retail

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