

Discounters in Peru

Market Direction | 2023-03-20 | 36 pages | Euromonitor

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Report description:

The discounters channel has continued to show the strongest growth within grocery retailing in recent years. The channel's growth is being supported by the fact that its stores are located close to consumers' homes, which is highly valued by consumers because they prefer to go shopping near their homes and avoid very long journeys. Another positive factor for the channel is its offer of very competitive prices, which is very relevant considering the economic difficulties of recent years, which h...

Euromonitor International's Discounters 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.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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DISCOUNTERS IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Discounters continues with the highest growth in grocery retail due to store openings, proximity and competitive prices

Mass maintains leadership in discounters thanks to its proximity and low price

E-commerce still not a channel for discounters as it looks to maintain its value proposition of offering the best prices

PROSPECTS AND OPPORTUNITIES

Discounters will continue to grow in the coming years thanks to good consumer acceptance and store openings

Provinces provide a great opportunity to open discounters and drive growth

Discounters compete directly with small grocery stores

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

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