

Retail E-Commerce in Peru

Market Direction | 2023-03-20 | 40 pages | Euromonitor

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Report description:

E-commerce continued to develop in 2022, with significant growth in sales, but at a much slower rate than in the previous year, and far from the spectacular growth that occurred in 2020 fuelled by the pandemic. In the last two years of the review period, most retailers made great efforts to develop their presence in the e-commerce channel and customers have been learning to make purchases online.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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RETAIL E-COMMERCE IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

E-commerce continues to grow in 2022, but to a much lesser degree than in the previous two years

E-commerce of hypermarkets, supermarkets and pet retailers see strong performance, while sales in some international marketplaces and homeshopping decline

Retailers continue to strengthen spaces and processes to offer a better omnichannel approach to customers

PROSPECTS AND OPPORTUNITIES

E-commerce is expected to continue to grow significantly in the forecast period

E-commerce players to focus efforts and investments on technology for internal logistics for faster and cheaper processes

The importance of e-commerce for retailing has generated intense competition for online purchases

CHANNEL DATA

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RETAIL IN PERU

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Retail in 2022: The big picture

Opening of new physical stores is more cautious, but expansion of small, stand-alone and close-to-the-consumer outlets continues

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

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Mother's Day

Father's Day

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National Holidays of Peru

Back to school

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