

## **Appliances and Electronics Specialists in Peru**

Market Direction | 2023-03-20 | 38 pages | Euromonitor

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### **Report description:**

Sales of appliances and electronics specialists saw significant growth in 2021, producing a rebound from the great losses that these retailers had suffered due to the COVID-19 crisis. This growth was driven by the fact that families needed to acquire products for the home or renew equipment in order to improve comfort inside the house and facilitate housework and working from home. In addition, physical stores were able to operate for most of the year (except for February 2021 when there was a m...

Euromonitor International's Appliances and Electronics Specialists 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 Appliances and Electronics Specialists 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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Euromonitor International  
March 2023

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#### APPLIANCES AND ELECTRONICS SPECIALISTS IN PERU

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sales of appliances and electronics specialists face challenges in 2022 as economic difficulties and high prices hit demand

E-commerce continues to grow for the category, but competes with other types of stores with more developed platforms

La Curacao stands out in development of physical stores with kiosks that facilitate online purchases

##### PROSPECTS AND OPPORTUNITIES

Sales of appliances and electronics specialists expected to see growth affected by difficult economic situation in Peru

Management of physical stores aimed at achieving profitability with each location

Financing is a relevant factor for customers of appliances and electronics specialists, so it requires proper management

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Retail in 2022: The big picture

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

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##### OPERATING ENVIRONMENT

Informal retail

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Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

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