

Snacks in Peru

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Report description:

Sales of snacks are set to maintain significant growth in 2023, continuing the outstanding performance seen in 2022. Nevertheless, growth is expected to be slower as sales have already recovered to pre-pandemic levels. Growth is set to be higher in value than in volume terms due to a significant increase in price because of the high level of inflation experienced by the Peruvian economy since 2022.

Euromonitor International's Snacks in Peru report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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 reliable information resources to help drive informed strategic planning.

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CHOCOLATE CONFECTIONERY IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chocolate confectionery registers the slowest growth in snacks due to a strong price increase, lower presence in outlets and a lack of advertising activity

Nestle maintains strong leadership, but loses ground to Molitalia and its significant marketing activities

Chocolate tablets with a high cocoa content develop well, but find difficulty in competing with the leading brands that are cheaper and more widely distributed

PROSPECTS AND OPPORTUNITIES

Sales grow over the forecast period thanks to greater market dynamism, although prices rise until the economy recovers

Special dates provide an important opportunity to offer chocolate confectionery adapted to these celebrations as they make popular gifts

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant growth of gum due to wide distribution and the resumption of normal lifestyles in the wake of COVID-19, though volume sales fail to reach pre-pandemic levels

Mondelez consolidates its leadership in chewing gum, mainly with the Trident brand that offers a wide variety of types and flavours

Bubble gum benefits from a significant increase in sales due to its availability and affordable price, but has yet to reach pre-pandemic volume levels

PROSPECTS AND OPPORTUNITIES

Gum recovers volume sales but needs time to reach 2019 levels due to a decline in consumption habits

High dynamism in chewing gum thanks to frequent innovations, where mint and peppermint flavours are well accepted

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth of sugar confectionery due to greater social activity, wide distribution as well as higher production levels and imports

Lollipops sustains significant growth thanks to more children's parties, more consumption occasions, innovation and competitive prices

Strong dynamism of other sugar confectionery thanks to innovative products, where marshmallows stand out and are popular

PROSPECTS AND OPPORTUNITIES

Sugar confectionery sales grow driven by social dynamism and innovations

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Pastilles, gummies, jellies and chews maintains significant dynamism thanks to new and attractive products, especially gummies, and is driven by imports

Inflation limits sugar confectionery value sales, while octagon labelling laws have yet to have an impact on consumption

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SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet biscuits is a popular category and achieves significant growth thanks to its competitive prices, good distribution and high dynamism

Filled biscuits remains by far the most popular sweet biscuits characterised by strong competition between brands, innovation and an important presence across channels

Although snack bars is a small category its growth is being driven by cereal bars and their nutritional value, affordable price and greater consumer dynamism

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks grows over the forecast period, especially cereal bars thanks to the latter's nutritional content

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Wafers registers low growth over the forecast period due to a lack of dynamism among the main players

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KEY DATA FINDINGS

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Significant growth of ice cream sales thanks to resumption of society, greater distribution, as well as investments in operational improvement and innovations

Take-home ice cream continues to grow, although at a slower rate than impulse ice cream, consolidating its presence at home and reinforced by new flavours

Nestle Peru consolidates its outright lead through constant investments in production improvements, product innovation and wider distribution

PROSPECTS AND OPPORTUNITIES

Ice cream sales grow in the forecast period thanks to higher demand and greater dynamism among industry players, with innovations and production improving

Small brands become more dynamic despite Nestle's outright lead, enabling small brands to achieve a greater share

Street stalls sees recovery in line with rising demand and the growing use of electronic wallets for digital payments

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SAVOURY SNACKS IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth of savoury snacks thanks to increased consumer activity away from home and social gatherings, good distribution and attractive product displays

Savoury biscuits remains the most relevant category within savoury snacks thanks to consumer preferences, affordable prices and wide availability

High dynamism of players in salty snacks maintained through constant innovations, a wide presence in outlets and competitive prices

PROSPECTS AND OPPORTUNITIES

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Savoury snacks grows over the forecast period due to high dynamism, good distribution and competitive prices
Innovations continue to drive salty snacks, especially in potato chips, but also in other types of snacks
Mandatory use of octagons implemented according to regulations, although some brands, such as Inka Chips, are reformulated to be free of octagons

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