

## **Retail E-Commerce in Peru**

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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### **Report description:**

In 2023, rising inflation, combined with political uncertainty and economic recession has curbed retail e-commerce sales in Peru to some extent. However, this channel is still in developing in Peru, with retail e-commerce accounting for only one-tenth of retail sales in 2023. E-commerce has become a more accepted shopping channel since the pandemic, with this channel undergoing a rapid pace of development as retail outlets were forced to close. With life returning to normality thereafter, there...

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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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