

**Appliances and Electronics Specialists in Peru**

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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**Report description:**

The appliances and electronics specialists sector in Peru experienced slight growth in 2024, reversing the decline seen in the previous year. However, the sector's growth remained below the average for the total Peruvian retail market. The first half of the year was particularly challenging due to the lingering effects of the economic recession that began in mid-2023, which significantly impacted consumers' purchasing power. As a result, many consumers postponed or suspended purchases of househo...

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.

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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Euromonitor International

February 2025

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Coolbox emerges as the fastest-growing player in the sector

##### PROSPECTS AND OPPORTUNITIES

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Financial constraints continue to impact credit availability for appliances and electronics purchases

Expansion of physical stores remains a priority, with a focus on omnichannel integration

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