

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 household...

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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KEY DATA FINDINGS

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Modest growth in appliances and electronics specialists driven by economic recovery but constrained by limited access to credit

Conecta Retail SA maintains leadership through La Curacao and Tiendas Efe

Coolbox emerges as the fastest-growing player in the sector

PROSPECTS AND OPPORTUNITIES

Limited growth expected due to economic improvement offset by restricted access to credit

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

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