

## **General Merchandise Stores in Peru**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

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### **Report description:**

The general merchandise stores sector in Peru, which includes both department stores and variety stores, experienced growth in 2024. This growth was primarily driven by economic recovery, increased demand for winter clothing, and the expansion of variety stores. Department stores continue to dominate this category due to their longstanding presence in the market and the participation of major international players. In the first half of 2024, department stores faced a challenging business environ...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

#### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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GENERAL MERCHANDISE STORES IN PERU

KEY DATA FINDINGS

2024 DEVELOPMENTS

General merchandise stores grow in 2024 driven by economic recovery, winter clothing demand, and variety store expansion  
Falabella Peru SAA maintains leadership in department stores but faces increased competition from Ripley SAA  
Dollarcity strengthens leadership in variety stores through expansion, product diversity, and competitive pricing

PROSPECTS AND OPPORTUNITIES

General merchandise stores expected to see moderate growth driven by department store recovery and variety store expansion  
Variety stores to sustain dynamic growth through aggressive expansion and entry of new players  
Ripley's store renovations aim to enhance customer experience and may influence broader industry trends

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