

Home Products Specialists in Peru

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

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Report description:

Home products specialists encompasses home improvement and gardening stores, homeware and home furnishing stores, and pet shops and superstores. Among these, home improvement and gardening stores represent the largest segment, meaning their performance heavily influences the category as a whole. In 2024, these stores exhibited limited growth, as did homeware and home furnishing retailers. This stagnation was primarily due to a significant decline in consumer demand in the first half of the year,...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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

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KEY DATA FINDINGS
2024 DEVELOPMENTS

Home products specialists experience slow growth due to economic downturn, while pet shops and superstores show strong performance

Tiendas del Mejoramiento del Hogar SA strengthens leadership in home improvement through brand unification
Casaideas maintains leadership in homeware and home furnishing stores through stable pricing and enhanced customer engagement

PROSPECTS AND OPPORTUNITIES

Gradual growth expected as the economy recovers, but credit constraints may limit expansion
Pet shops and superstores to continue outperforming other segments with ongoing store expansion and competitive pricing
International brands expected to increase presence in homeware and home furnishing channel

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RETAIL IN PERU

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