

Hypermarkets in Peru

Market Direction | 2025-02-27 | 34 pages | Euromonitor

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Report description:

Although the number of hypermarket outlets remained unchanged in 2024, the sector experienced significant sales growth due to its ability to provide consumers with low prices and constant promotions. This has been particularly crucial for families with lower incomes, as they faced financial difficulties due to the recession that affected the Peruvian economy from mid-2023 until the first half of 2024. However, as the economic situation gradually improved in the second half of the year, consumer...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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Plaza Vea maintains leadership through strong market presence and a low-price strategy

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