

Retail E-Commerce in Peru

Market Direction | 2025-02-27 | 38 pages | Euromonitor

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Report description:

The online retail channel experienced remarkable growth in 2024, far surpassing the moderate increases observed in the previous two years. This growth was largely driven by the economic recovery in the second half of the year, following Peru's recession from mid-2023 to mid-2024. Inflation also stabilised within the target range set by the Central Reserve Bank of Peru, improving consumer purchasing power. E-commerce benefitted significantly as consumers sought out online promotions and discounts...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail E-Commerce in Peru
Euromonitor International
February 2025

List Of Contents And Tables

RETAIL E-COMMERCE IN PERU

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce sees significant growth in 2024 due to economic recovery, player dynamism, and strong online shopping campaigns

Mercado Libre and Amazon maintain leadership in retail e-commerce, while competition intensifies among local players

Digital wallets continue to drive online sales, particularly for small transactions and grocery purchases

PROSPECTS AND OPPORTUNITIES

Retail e-commerce expected to grow significantly due to expanded coverage, promotions, diverse payment methods, and increasing player dynamism

Speed of delivery remains a critical factor, prompting continued efforts to reduce fulfilment times

Chinese marketplaces such as AliExpress and Temu gain traction in Peru, posing a growing threat to traditional retailers

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2019-2024

Table 2 Retail E-Commerce by Channel: % Value Growth 2019-2024

Table 3 Retail E-Commerce by Product: Value 2019-2024

Table 4 Retail E-Commerce by Product: % Value Growth 2019-2024

Table 5 Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 7 Forecast Retail E-Commerce by Channel: Value 2024-2029

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029

Table 9 Forecast Retail E-Commerce by Product: Value 2024-2029

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

RETAIL IN PERU

EXECUTIVE SUMMARY

Retail in 2024: The big picture

New store openings drive growth across multiple categories

E-commerce remains a key focus for retailers

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Mother?s Day

Father?s Day

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Children's Day
National Holidays of Peru
Back to school
Valentine's Day
MARKET DATA

Table 11	Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 12	Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 13	Sales in Retail Offline by Channel: Value 2019-2024
Table 14	Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 15	Retail Offline Outlets by Channel: Units 2019-2024
Table 16	Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 17	Sales in Retail E-Commerce by Product: Value 2019-2024
Table 18	Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 19	Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 20	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 21	□Sales in Grocery Retailers by Channel: Value 2019-2024
Table 22	□Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 23	□Grocery Retailers Outlets by Channel: Units 2019-2024
Table 24	□Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 25	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 26	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 27	□Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 28	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 29	□Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 30	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 31	□Retail GBO Company Shares: % Value 2020-2024
Table 32	□Retail GBN Brand Shares: % Value 2021-2024
Table 33	□Retail Offline GBO Company Shares: % Value 2020-2024
Table 34	□Retail Offline GBN Brand Shares: % Value 2021-2024
Table 35	□Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 36	□Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 37	□Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 38	□Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 39	□Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 40	□Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 41	□Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 42	□Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 43	□Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 44	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 45	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 46	□Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 47	□Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 48	□Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 49	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 50	□Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 51	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 52	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

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Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 54 □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 55 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 56 □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 57 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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