

## **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.

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Euromonitor International  
February 2025

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**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

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