

Retail in Peru

Market Direction | 2025-02-27 | 105 pages | Euromonitor

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Report description:

Retail in Peru faced a challenging environment in 2024, with the first half of the year marked by an economic recession that began in mid-2023. This downturn led to reduced consumer spending due to lower household incomes, stagnant wages, and limited employment opportunities, negatively impacting most retail categories. However, the economy improved in the second half of the year, with inflation stabilising within the target range set by the Central Reserve Bank of Peru and a stable exchange rat...

Euromonitor International's Retail 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, Retail Offline.

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 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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Expansion and promotions drive strong growth in convenience stores

Tambo+ strengthens leadership through expansion and innovative marketing strategies

Listo! maintains leadership in forecourt retailing with store openings and enhanced consumer experiences

PROSPECTS AND OPPORTUNITIES

Sustained expansion and economic recovery expected to drive further growth

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Support from major suppliers helps small local grocers improve stock management and competitiveness

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Dollarcity strengthens leadership in variety stores through expansion, product diversity, and competitive pricing

PROSPECTS AND OPPORTUNITIES

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

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

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