

Supermarkets in Peru

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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Report description:

Supermarket sales experienced slower growth in 2024, registering figures below the overall retail sector's average expansion. This was primarily due to consumers reducing their spending in supermarkets amid economic difficulties that persisted through the first half of the year. Peru's recession, which began in mid-2023, continued into early 2024, significantly impacting household spending capacity. Many consumers opted for more competitively priced retail channels, such as discounters and hyper...

Euromonitor International's Supermarkets 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 Supermarkets 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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SUPERMARKETS IN PERU

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets experience slower growth due to economic challenges and reduced consumer credit access
Cencosud maintains leadership in supermarkets through differentiated strategies for Wong and Metro brands
Private label supermarket sales continue to rise as consumers prioritise affordability

PROSPECTS AND OPPORTUNITIES

Supermarket sales projected to stabilise or decline slightly amid rising competition from other channels
New entrants like Holi Supermercado Express could revitalise the sector
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