



Appliances and Electronics Specialists in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth in appliances and electronics specialists driven by economic recovery but constrained by limited access to credit
Conecta Retail SA maintains leadership through La Curacao and Tiendas Efe
Coolbox emerges as the fastest-growing player in the sector

PROSPECTS AND OPPORTUNITIES

Limited growth expected due to economic improvement offset by restricted access to credit
Financial constraints continue to impact credit availability for appliances and electronics purchases
Expansion of physical stores remains a priority, with a focus on omnichannel integration

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Retail in Peru - Industry Overview

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
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- Mother’s Day
- Father’s Day
- Children’s Day
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- Back to school
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