Direct Selling in Peru

February 2025

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Direct Selling in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling continues to grow due to strong consumer acceptance
Belcorp and Unique-Yanbal Group maintain market leadership with strong brand portfolios
Beauty and personal care remain the dominant category, driven by innovation and consumer trends

PROSPECTS AND OPPORTUNITIES

Continued growth expected, though competition from physical retail may limit expansion
E-commerce to play an expanding role as a complementary sales channel
Direct selling brands to strengthen their physical presence through stores and kiosks in shopping centres

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Retail in Peru - Industry Overview

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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
Children´s Day
National Holidays of Peru
Back to school
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