



Euromonitor
International

Apparel and Footwear Specialists in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth in apparel and footwear specialists driven by strong winter sales and economic recovery
Intensified competition among key players, with notable growth from Platanitos and Pierre Cardin
Significant store openings from existing and new international brands

PROSPECTS AND OPPORTUNITIES

Steady growth projected, supported by economic improvement but limited by restricted credit access
Expansion of international brands catering to high-income consumers
Cross-border e-commerce poses a growing challenge for physical retailers

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EXECUTIVE SUMMARY

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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
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- Christmas
- Mother’s Day
- Father’s Day
- Children’s Day
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