



Euromonitor  
International

# Supermarkets in Peru

February 2025

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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  
Technological innovation expected to focus on internal efficiency rather than consumer-facing advancements

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Retail in Peru - Industry Overview

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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