



Hypermarkets in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets experience strong sales growth due to low prices and frequent promotions
Plaza Vea maintains leadership through strong market presence and a low-price strategy
Hypermarket expansion stalls as retailers focus on operational improvements

PROSPECTS AND OPPORTUNITIES

Moderate growth expected as economic conditions stabilise
Hypermarkets will continue to focus on competitive pricing and private-label development
Limited growth expected in e-commerce as consumers favour in-store shopping

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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
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- Seasonality
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