



**Euromonitor
International**

Convenience Retailers in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Expansion and promotions drive strong growth in convenience stores
- Tambo+ strengthens leadership through expansion and innovative marketing strategies
- Listo! maintains leadership in forecourt retailing with store openings and enhanced consumer experiences

PROSPECTS AND OPPORTUNITIES

- Sustained expansion and economic recovery expected to drive further growth
- Promotional strategies and marketing innovation will remain central to attracting customers
- Integration of food service spaces set to enhance customer experience

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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
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