



Euromonitor  
International

# General Merchandise Stores in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

General merchandise stores grow in 2024 driven by economic recovery, winter clothing demand, and variety store expansion  
Falabella Peru SAA maintains leadership in department stores but faces increased competition from Ripley SAA  
Dollarcity strengthens leadership in variety stores through expansion, product diversity, and competitive pricing

PROSPECTS AND OPPORTUNITIES

General merchandise stores expected to see moderate growth driven by department store recovery and variety store expansion  
Variety stores to sustain dynamic growth through aggressive expansion and entry of new players  
Ripley's store renovations aim to enhance customer experience and may influence broader industry trends

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Retail in Peru - Industry Overview

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E-commerce remains a key focus for retailers  
What next for retail?

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