



Retail E-Commerce in Peru

March 2024

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Retail E-Commerce in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail e-commerce slows after pandemic growth period

Digital wallets and non-financial card payment methods see faster growth in e-commerce

Faster delivery times have become the new norm in e-commerce

PROSPECTS AND OPPORTUNITIES

E-commerce to develop in regions outside of Lima

Live-shopping expected to expand over the forecast period

Product categories related to leisure, personal care and health expected to see positive e-commerce sales

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E-commerce offers setbacks and successes for key players

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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