



**Euromonitor
International**

Retail E-Commerce in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce sees significant growth in 2024 due to economic recovery, player dynamism, and strong online shopping campaigns
Mercado Libre and Amazon maintain leadership in retail e-commerce, while competition intensifies among local players
Digital wallets continue to drive online sales, particularly for small transactions and grocery purchases

PROSPECTS AND OPPORTUNITIES

Retail e-commerce expected to grow significantly due to expanded coverage, promotions, diverse payment methods, and increasing player dynamism
Speed of delivery remains a critical factor, prompting continued efforts to reduce fulfilment times
Chinese marketplaces such as AliExpress and Temu gain traction in Peru, posing a growing threat to traditional retailers

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Retail in Peru - Industry Overview

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New store openings drive growth across multiple categories
E-commerce remains a key focus for retailers
What next for retail?

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- Opening hours for physical retail
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