

# Direct Selling in Peru

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Direct selling growth outpaces overall retail performance  
Direct selling sales are led by beauty and personal care  
Azzorti offers retail brands the possibility to access direct selling distribution

### PROSPECTS AND OPPORTUNITIES

Direct selling expected to continue growing over forecast period  
Local players to continue leading direct selling category  
Online sales will boost direct selling, becoming a complementary channel

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## Retail in Peru - Industry Overview

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Retail in 2023: The big picture  
Retailers focus on enhancing the purchasing experience to drive sales  
E-commerce offers setbacks and successes for key players  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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