



Euromonitor  
International

# Discounters in Peru

March 2024

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## Discounters in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounters under pressure from recession  
Mass maintains leadership in discounters thanks to its proximity and low price  
Discounters remain distanced from e-commerce channel

#### PROSPECTS AND OPPORTUNITIES

Mass is expected to remain category leader over the forecast period  
Discounters will continue growing outside Lima  
Omnichannel options will be demanded by consumers

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Retail in 2023: The big picture  
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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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