

# Discounters in Peru

March 2024

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## 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

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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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Informal retail

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