

# Hypermarkets in Peru

March 2024

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## Hypermarkets in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hypermarkets resume growth after a slow 2022  
Peruvian consumers look for savings in the economic crisis  
Tottus continues to invest in hypermarket outlet expansion

#### PROSPECTS AND OPPORTUNITIES

Difficulty finding large sites limits growth of hypermarkets  
Recession is expected to drive private label development  
Automation is key to hypermarket expansion

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What next for retail?

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Informal retail  
Opening hours for physical retail  
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