

# Savoury Snacks in Peru

June 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong growth of savoury snacks thanks to increased consumer activity away from home and social gatherings, good distribution and attractive product displays

Savoury biscuits remains the most relevant category within savoury snacks thanks to consumer preferences, affordable prices and wide availability

High dynamism of players in salty snacks maintained through constant innovations, a wide presence in outlets and competitive prices

#### PROSPECTS AND OPPORTUNITIES

Savoury snacks grows over the forecast period due to high dynamism, good distribution and competitive prices

Innovations continue to drive salty snacks, especially in potato chips, but also in other types of snacks

Mandatory use of octagons implemented according to regulations, although some brands, such as Inka Chips, are reformulated to be free of octagons

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