

Snacks in Peru

June 2023

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2023 DEVELOPMENTS

Chocolate confectionery registers the slowest growth in snacks due to a strong price increase, lower presence in outlets and a lack of advertising activity

Nestlé maintains strong leadership, but loses ground to Molitalia and its significant marketing activities

Chocolate tablets with a high cocoa content develop well, but find difficulty in competing with the leading brands that are cheaper and more widely distributed

PROSPECTS AND OPPORTUNITIES

Sales grow over the forecast period thanks to greater market dynamism, although prices rise until the economy recovers

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Mondelez consolidates its leadership in chewing gum, mainly with the Trident brand that offers a wide variety of types and flavours

Bubble gum benefits from a significant increase in sales due to its availability and affordable price, but has yet to reach pre-pandemic volume levels

PROSPECTS AND OPPORTUNITIES

Gum recovers volume sales but needs time to reach 2019 levels due to a decline in consumption habits

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Strong dynamism of other sugar confectionery thanks to innovative products, where marshmallows stand out and are popular

PROSPECTS AND OPPORTUNITIES

Sugar confectionery sales grow driven by social dynamism and innovations

Pastilles, gummies, jellies and chews maintains significant dynamism thanks to new and attractive products, especially gummies, and is driven by imports

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Nestlé Peru consolidates its outright lead through constant investments in production improvements, product innovation and wider distribution

PROSPECTS AND OPPORTUNITIES

Ice cream sales grow in the forecast period thanks to higher demand and greater dynamism among industry players, with innovations and production improving

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Savoury Snacks in Peru

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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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Sweet Biscuits, Snack Bars and Fruit Snacks in Peru

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Filled biscuits remains by far the most popular sweet biscuits characterised by strong competition between brands, innovation and an important presence across channels

Although snack bars is a small category its growth is being driven by cereal bars and their nutritional value, affordable price and greater consumer dynamism

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks grows over the forecast period, especially cereal bars thanks to the latter's nutritional content

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