

Peru: Consumer Profile

October 2023

Table of Contents

INTRODUCTION

Scope Key drivers affecting consumers in Peru in 2022 How developments today shape consumer of tomorrow Key findings

POPULATION AND SOCIETY

Today 2022: Generation Z stands as the largest generational cohort Today: Y oung and expanding consumer demographic is encountering an influx of immigrants Today: Older generations surpass Gen Z in online engagement Tomorrow 2040: Gen Z remains the largest cohort Tomorrow : Gen Alpha to witness the most rapid growth Tomorrow : Lima remains the driving force behind consumption Areas of opportunity Case study: Grupo EFE acquired digital mall Juntoz

HOUSEHOLDS AND HOMES

Today 2022: Couples with children remain the most frequent household type Today: Consumers in Peru tend to live in larger homes Today: Access to green spaces listed among top home features Tomorrow 2040: Single person households witness rapid growth Tomorrow: Older men will remain the decision makers Tomorrow: Peruvians increasingly favour online communication Areas of opportunity Manzana Verde, Peruvian meal delivery platform with nutritional guidance, receives funding

INCOME AND EXPENDITURE

Today 2022: Rising incomes and stronger spending in higher income bands Today: Peruvians spend the most on food and non-alcoholic beverages Today: Consumers show conservative spending plans amidst economic uncertainties Tomorrow 2040: Social classes D and E to remain most prevalent in 2040 Tomorrow 2040: Economic slowdown and inflation contribute to poverty increase Tomorrow 2040: Urban-rural income gap in Peru expected to narrow Areas of opportunity Peruvian apartment rental Wynwood House receives considerable funding

LIFESTYLES

Key findings from the consumer survey Today: Peruvians remain optimistic about their future Peruvian consumers seek savings strategies as living costs rise Work-life balance tops priority list for prospective workers in Peru Physical stores remain relevant amid e-commerce growth Peruvian consumers passionate environmental values and drive sustainable choices Miniso unveils unique experiential store at Larcomar in Peru Areas of opportunity

CONCLUSION

Key findings

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/peru-consumer-profile/report.