

# Appliances and Electronics Specialists in Peru

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Appliances and electronics specialists show positive growth despite economic situation

Conecta Retail SA leads appliances and electronics specialists in Peru

Chilean retailer PC Factory arrives in Peru

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Financing will become increasingly relevant in a complex economic scenario

Coolbox is expected to grow in the upcoming period

Major soccer events may boost sales of appliances and electronics

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E-commerce offers setbacks and successes for key players

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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