Consumer Foodservice in Peru

February 2023

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Cafés/Bars in Peru

KEY DATA FINDINGS

2022 DEVELOPMENTS

The reopening of cafés/bars and the removal of night curfew stimulates demand among consumers seeking to have fun thereby boosting strong category growth

Strong competition in chained specialist coffee and tea shops thanks to great dynamism in its value proposition and delivery drive

Juice/smoothie bars records among the lowest growth rates in the category due to slow return of on-the-go consumption and rising prices

PROSPECTS AND OPPORTUNITIES

More time spent outside the home and resumption in pre-pandemic lifestyles stimulates growth in sales and transactions of cafés/bars over the forecast period

The gradual opening of more cafés/bars stimulates attractive value propositions

Significant dynamism for niche craft beer bars boosts bars/pubs over the forecast period

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PROSPECTS AND OPPORTUNITIES

Full-service restaurants’ sales grow thanks to stronger demand as people resume their normal activities outside the home and tourism grows. Chained full-service restaurants show significant willingness to open new outlets from 2023. Technology is increasingly embraced and helps provide a better customer experience in restaurants as well as greater operational efficiencies and profitability.

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Limited-Service Restaurants in Peru

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2022 DEVELOPMENTS

Better performance of limited-service restaurants than other categories stems from its high commercial and marketing dynamism and significant investment in delivery. Significant increase in costs influences price rises in 2022, though this is carefully managed, especially in popular categories. Delivery continues to be relevant for limited-service restaurants which are driving investments to promote their own channels.

PROSPECTS AND OPPORTUNITIES

Forecast period growth stems from full return to activities away from home and the continued drive of delivery services although ongoing inflation acts as a drag. Investment in infrastructure stimulates greater dynamism with the opening of outlets meeting higher demand and expanding delivery areas.
Technology remains an important ally in the development of limited-service restaurants, especially for delivery and digital means of payment.

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**Self-Service Cafeterias in Peru**

**KEY DATA FINDINGS**

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Self-service cafeterias records the lowest growth due to minimal chain activity, while independent restaurants are more dynamic though remain far from full recovery.

Greater dynamism for independent self-service cafeterias in adapting their service modality due to a change in restrictions.

Moderate price increases due to inflation leads companies to focus on offering greater added value to avoid discouraging consumers.

**PROSPECTS AND OPPORTUNITIES**

Self-service cafeterias sees significant growth as the lifting of COVID-19 restrictions boosts demand for this type of service, enabling the opening of new stores.

Although chained self-service cafeterias reopen, much of their progress depends on the strategic decisions of the main hypermarkets and supermarkets in which they are located.

Trend towards new openings among independent self-service cafeterias, stimulated by greater demand and the absence of this service in chains.

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**Street Stalls/Kiosks in Peru**

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Chained street stalls/kiosks continue to show high dynamism in the market
Chained street stalls/kiosks promote delivery services both via delivery apps and through their own channels

PROSPECTS AND OPPORTUNITIES

Continued growth for street stalls/kiosks over the forecast period thanks to greater mobility of consumers
Chained street stalls/kiosks achieve high dynamism and maintain their delivery impulse
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Consumer Foodservice By Location in Peru

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Stand-alone and retail sales have the best chances of recovery as they are the first to reactivate and better implement delivery services
Travel sales achieve the strongest growth in 2022, although recovery slows due to slow recovery of tourism
Slow recovery for leisure and lodging sales as the former is only recently authorised to operate while the latter only reopens after guest lodging

PROSPECTS AND OPPORTUNITIES

Higher growth in travel and leisure given their slower review period recovery, while stand-alone and retail see moderate growth over the forecast period
Delivery and takeaway remain above pre-pandemic levels but gradually lose share with greater return to outlets
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CATEGORY DATA

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