

# Apparel and Footwear Specialists in Peru

March 2024

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## Apparel and Footwear Specialists in Peru - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rising need for specialist advice supports sales growth

Platanitos implements online to offline strategy

Lacoste launches into the Peruvian market

## PROSPECTS AND OPPORTUNITIES

Economic context puts pressure on apparel and footwear specialists

Weather conditions to impact apparel and footwear specialists

Younger consumers can offer interesting business opportunities because of their interest in responsible consumption at affordable prices

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## Retail in Peru - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2023: The big picture

Retailers focus on enhancing the purchasing experience to drive sales

E-commerce offers setbacks and successes for key players

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Mother's Day

Father's Day

Children's Day

National Holidays of Peru

Back to school

Valentine's Day

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