



**Euromonitor
International**

Butter and Spreads in Peru

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter and spreads grows significantly in 2025 due to increased local production, wider distribution and affordable margarine
Alicorp SAA continues to lead due to well-positioned brands and dynamism in commercial and marketing management
Small local grocers leads due to proximity and affordable prices, while hypermarkets sees dynamism thanks to promotions and variety

PROSPECTS AND OPPORTUNITIES

Butter and spreads set to grow, thanks to dynamism of category players and improving economy
Margarine to remain the largest subcategory due to affordable prices, widespread distribution
Development of quality butter in Peru will continue for both local and imported brands

CATEGORY DATA

- Table 1 - Sales of Butter and Spreads by Category: Volume 2020-2025
- Table 2 - Sales of Butter and Spreads by Category: Value 2020-2025
- Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
- Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
- Table 7 - Distribution of Butter and Spreads by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
- Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Peru - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2025: The big picture
- Key trends in 2025
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 16 - Penetration of Private Label by Category: % Value 2020-2025
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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