Euromonitor International

Processed Fruit and Vegetables in Peru

November 2025

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Processed Fruit and Vegetables in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Preference for fresh produce and price sensitivity weigh on processed formats

INDUSTRY PERFORMANCE

Declining demand for shelf-stable products as consumers migrate to fresher options
Frozen processed fruit and vegetables gain momentum from convenience and nutrition

WHAT'S NEXT?

Targeted recovery led by shelf-stable vegetables and frozen segments
Health-led innovation to align processed formats with evolving consumer expectations
Air fryers and new cooking habits unlock additional potential for frozen vegetables

COMPETITIVE LANDSCAPE

Frutos y Especias sustains leadership as Arica remains a reference in shelf-stable fruit
Berries del Perú and Danper gain relevance through frozen fruit and value-focused vegetables

CHANNELS

Supermarkets narrow the gap with traditional grocers as assortments expand
E-commerce and emerging formats diversify access and reshape purchase occasions

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Staple Foods in Peru - Industry Overview

EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives
Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings
Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail
Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics

Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

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