

Megatrends in Peru

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Scope

- The drivers shaping consumer behaviour
- Megatrends framework
- Businesses harness megatrends to renovate, innovate and disrupt
- Convenience
- Ride-hailing app Yango arrives in Peru and launches delivery service
- Tech is being used to simplify everyday tasks
- Consumers seek more flexibility in all areas of life
- Peruvians like to see what they are buying
- Convenience drives e-commerce demand
- Millennials lack time for cooking
- Digital living
- Kipi the robot brings educational opportunities to rural parts of Peru
- The majority of Peruvians now regularly order food for home delivery
- Consumers are protective of their personal data
- Generation Z are most likely to be anonymous online
- Friends and family remain the most trusted information source
- Consumers expect more face-to-face activity post-pandemic Diversity and inclusion
- Agente Cash promotes financial inclusion in rural Peru
- Older generations are the most vocal about political issues
- Baby Boomers want to change the world for the better
- Most Peruvians feel comfortable expressing their identity
- Shoppers are paying more attention to brand values
- Experience more
- Miniso unveils unique experiential store aimed at young, tech-savvy consumers
- Peruvians enjoy socialising both on- and offline
- Relaxation is the key priority in a holiday destination
- Most consumers prefer real world to online experiences
- Personalisation
- Manzana Verde offers personalised meal plans and Al-powered nutritional advice
- Millennials are keen to generate an online persona
- Peruvians enjoy tailored experiences
- Premiumisation
- Rintisa relaunches premium pet food brand Canbo with sustainable packaging
- Consumers want a simpler life
- Millennials are the least concerned about the future
- Health, quality and comfort are prized attributes
- Pursuit of value
- Discounter Mass continues rapid growth as consumers look for cost-saving solutions
- Baby Boomers are the most frugal cohort
- Shoppers are worried about the rising cost of living
- Peruvians are starting to embrace the circular economy
- Shoppers seek ways to make their money go further
- Shopper reinvented
- Grupo EFE moves into e-commerce with acquisition of Juntoz digital mall
- Millennials are the most likely to enjoy customised experiences
- In-store shopping is still the preferred channel for most categories
- S-commerce gains traction as part of the move towards omnichannel
- Millennials make the most purchases on social media
- Sustainable living
- LimaTours becomes Peru's first carbon neutral tour operator

Peruvians are keen to play a part in protecting the environment Mindful consumption is on the rise Reducing plastics use tops the list of green activities Peruvians are politically active Biodegradable packaging is considered the most sustainable Wellness Holy Plants restaurant offers plant-based burgers as an alternative to traditional fast food Massage and meditation are used as the main antidotes to stress Peruvians take a keen interest in healthier foods Consumers remain wary of health and safety in post-pandemic era Leverage the power of megatrends to shape your strategy today

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