Euromonitor International

Meals and Soups in Peru

November 2025

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Meals and Soups in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening range in retailers supports growth

INDUSTRY PERFORMANCE

Growth continues from a small base as home cooking habits persist
Greater visibility and innovation lift awareness and acceptance
Chilled and frozen lines gain traction on taste, convenience and perceived freshness

WHAT'S NEXT?

Measured expansion expected as brands court habitual cooks
Frozen pizza primed to benefit from convenience retail and modern grocery breadth
Winning propositions will balance flavour, value and real-life practicality

COMPETITIVE LANDSCAPE

RAM Industries SAC leads with Peru-inspired ready meals and strong retail reach
Redondos SA is the most dynamic player with protein-led innovation

CHANNELS

Traditional stores remain an important access point, especially for ambient lines
Modern grocery gains momentum on assortment depth and cold-chain capability

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Cooking Ingredients and Meals in Peru - Industry Overview

EXECUTIVE SUMMARY

Economic improvements and rising local production boost sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health awareness shapes gradual product reformulation and preference shifts
Private label brands extend reach through quality and affordability
Flavour innovation aligned with Peruvian culinary heritage
Small pack formats enhance accessibility in traditional retail

WHAT'S NEXT?

Continued expansion driven by economic stability and active marketing
Wider distribution across both traditional and modern channels
Innovation focused on health, quality, and local taste preferences
Macroeconomic stability to sustain purchasing confidence
Premium imports to diversify offerings for affluent consumers
Small packaging to reinforce household penetration

COMPETITIVE LANDSCAPE

Alicorp SAA consolidates its dominant leadership across multiple categories
KL Import Export Peru SAC expands national footprint through Soya brand
ADM Sao Peru SA strengthens presence in vegetable oils

CHANNELS

Small local grocers maintain leadership through proximity and trust
Hypermarkets emerge as the most dynamic channel
E-commerce continues gradual expansion

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