

General Merchandise Stores in Peru

March 2024

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General Merchandise Stores in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores lead general merchandise stores in Peru

Falabella Perú SAA remains category leader in general merchandise stores

Variety stores see growth slow in 2023 after dramatic rise in the year prior

PROSPECTS AND OPPORTUNITIES

Diverse results expected from general merchandise sub-categories

Dollarcity is expected to gain more relevance over the forecast period

Technology will be a key tool to drive sales growth

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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

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National Holidays of Peru

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