Euromonitor International

# Retail E-Commerce in Peru

June 2026

Table of Contents

## Retail E-Commerce in Peru - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Omnichannel Expansion as Purchasing Power Rises

Chart 2 - Falabella Invests in Omnichannel Strategy

Platanitos Leverages Marketplace Surge to Broaden Consumer Choice

Chart 3 - Platanitos Offers over 300 Brands

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Marketplace E-Commerce Shapes the Outlook as Competition Intensifies

Chart 6 - Analyst Insight for Retail E-Commerce

Express Delivery Is the Standard to Win Repeat Business

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Temu Marketplace Disrupts the Competitive Landscape

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

## Retail in Peru - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Economic Stability and Improving Credit Conditions Support Purchasing Power

Small Local Grocers Maintain Dominance While Discounters Outpace Rivals with Aggressive Expansion

Digital Expansion and Physical Space Reconceptualisation Shape Retail Development in 2025
Chart 18 - Falabella Consolidates its Digital Platform as Part of its Omnichannel Strategy
Chart 19 - Mifarma Prime Focus on Beauty and Personal Care
Chart 20 - Value Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Continue to Invest in Store Openings to Widen Geographic Reach
Chart 22 - Analyst Insight for Retail
Retailers to Expand Digital and Physical Reach and Assortments to Sustain Growth Momentum
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Supermercados Peruanos Drives Store Expansion to Strengthen Its Lead
New Store Concepts to the Fore
Chart 25 - La Curacao Opens its First Shop-in-Shop Location in 2025
Chart 26 - Company Shares 2025
Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 28 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Mother's Day
Father's Day
Children's Day
National Holidays of Peru
Back to school
Valentine's Day

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail
Chart 33 - Population 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-peru/report.