



Peru: Consumer Profile

January 2025

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Key drivers affecting consumers in Peru in 2023
How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Median age relatively young, Gen Z remains the most powerful cohort
Today: Starting family young allows growing population
High blood pressure and raised cholesterol much rarer than in the rest of LATAM
Tomorrow 2040: As life expectancy rises, oldest age groups' growth set to accelerate
Tomorrow: Gen A the only cohort to grow, although Gen Z remains most influential
Tomorrow: Lima will continue to grow with a third of Peruvians set to live in the capital
Opportunities for growth

POPULATION AND SOCIETY

Case study: Peruvian government grants free electronic IDs for vulnerable children

HOUSEHOLDS AND HOMES

Today: Couples with children remain the highest spending household type
Today: Single person households is the fastest growing household type
As urban crime increases, Peruvians rank safe location as the most important home feature
Tomorrow 2040: Almost half of households will opt out to be child-free
Tomorrow: Traditional gender roles to persist as men continue to lead households
Tomorrow: Strong direction towards digitalisation growth by 2040
Opportunities for growth
Case study: Chocuy supplement from local ingredients aims to help malnourished children

INCOME AND EXPENDITURE

Today 2023: The lowest social class continues to account for the biggest share of population
Today: More than half of Peruvians plan to cut spending as cost of living increases
Today: Almost half of Peru's population is unbanked, and two thirds underserved
Tomorrow 2040: Peruvians will be better off as the lowest social class shrinks
Tomorrow: Gender pay gap narrows, but men continue to have much higher disposable income
Tomorrow: Tourism expected to keep consumer expenditure in Cusco above average
Opportunities for growth
Case study: A new hard discounter chain, 3A, inaugurated as Peruvians look for savings

LIFESTYLES

Key findings of consumer survey
Today: When shopping for household essentials, Peruvians prioritise quality over price
Today: Peruvians save money by shopping bargains and buying less but higher quality
Today: Peruvians are much more likely to reduce plastic use than the global average
Today: Regardless of tough economic situation, many Peruvians save a portion of income
Today: Work-life balance top-priority for all cohorts except Gen Z, who prioritise high salary
Opportunities for growth

LIFESTYLES

Case study: Circular stores enter Jockey Plaza shopping mall in Lima

CONCLUSION

Key takeaways

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