

Appliances and Electronics Specialists in Peru

March 2023

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Appliances and Electronics Specialists in Peru - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of appliances and electronics specialists face challenges in 2022 as economic difficulties and high prices hit demand
E-commerce continues to grow for the category, but competes with other types of stores with more developed platforms
La Curacao stands out in development of physical stores with kiosks that facilitate online purchases

PROSPECTS AND OPPORTUNITIES

Sales of appliances and electronics specialists expected to see growth affected by difficult economic situation in Peru
Management of physical stores aimed at achieving profitability with each location
Financing is a relevant factor for customers of appliances and electronics specialists, so it requires proper management

CHANNEL DATA

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Retail in Peru - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Opening of new physical stores is more cautious, but expansion of small, stand-alone and close-to-the-consumer outlets continues

E-commerce is an important ally of retailing and continues to develop

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Christmas

Mother's Day

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National Holidays of Peru

Back to school

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