

# Appliances and Electronics Specialists in Peru

March 2024

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## Appliances and Electronics Specialists in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Appliances and electronics specialists show positive growth despite economic situation  
Conecta Retail SA leads appliances and electronics specialists in Peru  
Chilean retailer PC Factory arrives in Peru

#### PROSPECTS AND OPPORTUNITIES

Financing will become increasingly relevant in a complex economic scenario  
Coolbox is expected to grow in the upcoming period  
Major soccer events may boost sales of appliances and electronics

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E-commerce offers setbacks and successes for key players  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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