

Discounters in Peru

March 2024

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Discounters in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters under pressure from recession
Mass maintains leadership in discounters thanks to its proximity and low price
Discounters remain distanced from e-commerce channel

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Mass is expected to remain category leader over the forecast period
Discounters will continue growing outside Lima
Omnichannel options will be demanded by consumers

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Informal retail
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