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E-Commerce in Peru

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Abstracts

E-commerce sales are set to see explosive growth in 2020 as a result of the pandemic. This is exaggerated to an extent by the channel's emergence from a relatively low base, as in global e-commerce terms Peru remains immature. Many Peruvians either have limited access to the internet, especially in rural areas, or more typically access to digital payment systems. However, the shutdown of non-essential stores in mid-March, restrictions on movement and the inconvenience of social distancing measur...

Euromonitor International's E-Commerce in Peru report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Contents

KEY DATA FINDINGS
2020 IMPACT
Pandemic sees boom, but limited consumer access is a barrier
Nimble retailers develop alliances, innovate to offset drop in footfall
Weakness of Peruvian infrastructure limits stronger growth
RECOVERY AND OPPORTUNITIES
E-commerce set to see innovation, new categories, portfolio expansion
Contactless e-commerce technologies set to strengthen off threat of virus
Potential still blunted by digital payment penetration
CHANNEL DATA
Table 1 E-Commerce by Channel and Category: Value 2015-2020
Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020
Table 3 E-Commerce GBO Company Shares: % Value 2016-2020
Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020
Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025
Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025
EXECUTIVE SUMMARY
COVID-19 impact on retailing
COVID-19 country impact
Non-cash systems evolve as pandemic slows cash use
Political turmoil remains unresolved
What next for retailing?
OPERATING ENVIRONMENT
Informal retailing
Opening hours
Summary 1 Standard Opening Hours by Channel Type 2019
Physical retail landscape
Cash and carry
Table 7 Cash and Carry Sales: Value 2015-2020
Seasonality
Christmas
Back to School
Mother’s Day
Children’s Day
Payments and delivery
Emerging business models
MARKET DATA

Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020
Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020
Table 10 Sales in Store-based Retailing by Channel: Value 2015-2020
Table 11 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020
Table 12 Store-based Retailing Outlets by Channel: Units 2015-2020
Table 13 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020
Table 14 Sales in Non-Store Retailing by Channel: Value 2015-2020
Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 18 Sales in Grocery Retailers by Channel: Value 2015-2020
Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020
Table 20 Grocery Retailers Outlets by Channel: Units 2015-2020
Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 24 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
Table 25 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
Table 26 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
Table 27 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 30 Sales in Mixed Retailers by Channel: Value 2015-2020
Table 31 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020
Table 32 Mixed Retailers Outlets by Channel: Units 2015-2020
Table 33 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 34 Retailing GBO Company Shares: % Value 2016-2020
Table 35 Retailing GBN Brand Shares: % Value 2017-2020
Table 36 Store-based Retailing GBO Company Shares: % Value 2016-2020
Table 37 Store-based Retailing GBN Brand Shares: % Value 2017-2020
Table 38 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
Table 39 Non-Store Retailing GBO Company Shares: % Value 2016-2020
Table 40 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
Table 41 Grocery Retailers GBO Company Shares: % Value 2016-2020
Table 42 Grocery Retailers GBN Brand Shares: % Value 2017-2020
Table 43 Grocery Retailers LBN Brand Shares: Outlets 2017-2020

Table 44 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020
Table 45 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
Table 46 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
Table 47 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
Table 48 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
Table 49 Mixed Retailers GBO Company Shares: % Value 2016-2020
Table 50 Mixed Retailers GBN Brand Shares: % Value 2017-2020
Table 51 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
Table 52 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
Table 55 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
Table 56 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
Table 57 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
Table 58 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
Table 59 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
Table 60 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 63 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
Table 64 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
Table 65 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
Table 66 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 69 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
Table 70 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
Table 71 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
Table 72 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 75 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025
Table 76 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025
Table 77 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025
Table 78 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025
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SOURCES
Summary 2 Research Sources

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