

Food and Drink E-Commerce in Peru

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Abstracts

Food and drink e-commerce in Peru experienced extraordinary growth in 2020 as a consequence of the pandemic due to strict restrictions established to avoid contagion. People were allowed to go out to stock up on essential products despite the lockdown, such as food and beverages, which enabled supermarkets, hypermarkets, bodegas and discounters to continue operating. However, this movement of people was limited due to restricted opening hours, reduced capacity in store, the prohibition in use of...

Euromonitor International's Food and Drink 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.

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

Why buy this report?

Get a detailed picture of the Food and Drink E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

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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Growth of food and drink e-commerce in 2021 continues but at a lower rate, driven by perceived benefits, a better service and health security

Consumer willingness to use food and drinks e-commerce generates changes in purchasing habits and openness to different supply alternatives

Food and drink e-commerce is dynamic and features many players offering consumers a variety of options

PROSPECTS AND OPPORTUNITIES

Food and drinks e-commerce continues to grow thanks to significant demand and high player dynamism

Small traditional stores active in the dynamic food and drinks category provide orders via WhatsApp with delivery

High dynamism in food and drinks e-commerce due to active participation of several players with different additional options

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