

Furniture and Homewares Stores in Peru

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Abstracts

Furniture and homewares stores achieved 11% growth in current value terms in 2012, a marginally slower performance than the one obtained the previous year. Higher disposable incomes of Peruvians allowed middle-income consumers to become interested in purchasing new products for their homes. In addition, increasing access to credit cards and frequent promotions contributed to boost sales.

Euromonitor International's Furniture and Homewares Stores 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 Furniture and Homewares Stores 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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March 2013

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Retail Sales Boosted by Good Performance of the Economy

Internet Retailing Is the Fastest Growing Channel

Non-grocery Retailers Grows Faster Than Grocery Retailers

Traditional Groceries Remain the Leading Channel

Positive Outlook for Retailing

Key Trends and Developments

Healthy Economic Performance Continues To Boost Retailing Sales

Internet Retailing Exhibits A Very Dynamic Performance

Government Regulation Encourages Retailing Development

Leading Retailers Continue To Expand Their Private Label Products

Store-based Retailers Increase Presence Within Social Internet Networks

Working Class Boosts Sales Within Modern Retailers

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