

# General Merchandise Stores in Peru

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## Abstracts

The general merchandise stores channel in Peru includes department stores and variety stores, as both are characterised by selling a wide range of non-food products and to which consumers turn to buy various items in the same place, and to look for novelties and fashion items. Department stores have been present in Peru for a long time, with local and international brands among the main players. As the largest category in general merchandise stores, department stores witnessed solid growth in 20...

Euromonitor International's General Merchandise 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.

Product coverage: Department Stores, Variety Stores.

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

Why buy this report?

Get a detailed picture of the General Merchandise 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.

## Contents

General Merchandise Stores in Peru  
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March 2024

### **LIST OF CONTENTS AND TABLES**

GENERAL MERCHANDISE STORES IN PERU  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Department stores lead general merchandise stores in Peru  
Falabella Per? SAA remains category leader in general merchandise stores  
Variety stores see growth slow in 2023 after dramatic rise in the year prior

### **PROSPECTS AND OPPORTUNITIES**

Diverse results expected from general merchandise sub-categories  
Dollarcity is expected to gain more relevance over the forecast period  
Technology will be a key tool to drive sales growth

### **CHANNEL DATA**

Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space  
2018-2023

Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: %  
Growth 2018-2023

Table 3 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 5 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 6 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space  
2023-2028

Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling  
Space: % Growth 2023-2028

Table 10 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 11 Forecast Sales in General Merchandise Stores by Channel: % Value Growth  
2023-2028

### **RETAIL IN PERU**

### **EXECUTIVE SUMMARY**

Retail in 2023: The big picture

Retailers focus on enhancing the purchasing experience to drive sales

E-commerce offers setbacks and successes for key players

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Mother's Day

Father's Day

Children's Day

National Holidays of Peru

Back to school

Valentine's Day

## MARKET DATA

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 Sales in Retail Offline by Channel: Value 2018-2023

Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 Retail Offline Outlets by Channel: Units 2018-2023

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 Retail GBO Company Shares: % Value 2019-2023

Table 33 Retail GBN Brand Shares: % Value 2020-2023

Table 34 Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth  
2023-2028

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SOURCES

Summary 2 Research Sources

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