

Megatrends in Peru

<https://marketpublishers.com/r/M7E77F60B1B2EN.html>

Date: October 2023

Pages: 76

Price: US\$ 1,325.00 (Single User License)

ID: M7E77F60B1B2EN

Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Peru.

Euromonitor's Megatrends in Peru report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

Get a detailed picture of the Megatrends 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

Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Ride-hailing app Yango arrives in Peru and launches delivery service

Tech is being used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

Peruvians like to see what they are buying

Convenience drives e-commerce demand

Millennials lack time for cooking

Digital living

Kipi the robot brings educational opportunities to rural parts of Peru

The majority of Peruvians now regularly order food for home delivery

Consumers are protective of their personal data

Generation Z are most likely to be anonymous online

Friends and family remain the most trusted information source

Consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

Agente Cash promotes financial inclusion in rural Peru

Older generations are the most vocal about political issues

Baby Boomers want to change the world for the better

Most Peruvians feel comfortable expressing their identity

Shoppers are paying more attention to brand values

Experience more

Miniso unveils unique experiential store aimed at young, tech-savvy consumers

Peruvians enjoy socialising both on- and offline

Relaxation is the key priority in a holiday destination

Most consumers prefer real world to online experiences

Personalisation

Manzana Verde offers personalised meal plans and AI-powered nutritional advice

Millennials are keen to generate an online persona

Peruvians enjoy tailored experiences

Premiumisation

Rintisa relaunches premium pet food brand Canbo with sustainable packaging

Consumers want a simpler life

Millennials are the least concerned about the future

Health, quality and comfort are prized attributes

Pursuit of value

Discounter Mass continues rapid growth as consumers look for cost-saving solutions

Baby Boomers are the most frugal cohort

Shoppers are worried about the rising cost of living

Peruvians are starting to embrace the circular economy

Shoppers seek ways to make their money go further

Shopper reinvented

Grupo EFE moves into e-commerce with acquisition of Juntoz digital mall

Millennials are the most likely to enjoy customised experiences

In-store shopping is still the preferred channel for most categories

S-commerce gains traction as part of the move towards omnichannel

Millennials make the most purchases on social media

Sustainable living

LimaTours becomes Peru's first carbon neutral tour operator

Peruvians are keen to play a part in protecting the environment

Mindful consumption is on the rise

Reducing plastics use tops the list of green activities

Peruvians are politically active

Biodegradable packaging is considered the most sustainable

Wellness

Holy Plants restaurant offers plant-based burgers as an alternative to traditional fast food

Massage and meditation are used as the main antidotes to stress

Peruvians take a keen interest in healthier foods

Consumers remain wary of health and safety in post-pandemic era

Leverage the power of megatrends to shape your strategy today

I would like to order

Product name: Megatrends in Peru

Product link: <https://marketpublishers.com/r/M7E77F60B1B2EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M7E77F60B1B2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970