



Euromonitor  
International

# Sweet Spreads in Peru

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health concerns deter many from buying

### INDUSTRY PERFORMANCE

Moderate expansion constrained by sugar awareness

Jams and preserves retain leadership supported by strong distribution

### WHAT'S NEXT?

Gradual recovery expected as players diversify with natural and low-sugar options

Honey poised for strongest expansion as a natural, health-positioned product

Private label gains ground through quality, affordability and assortment

### COMPETITIVE LANDSCAPE

Molitalia SA maintains clear leadership through brand heritage and broad coverage

Gloria SA demonstrates strong dynamism through logistics reach and distribution power

### CHANNELS

Traditional trade remains dominant due to convenience and community links

Modern grocery strengthens presence through wider ranges and promotions

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## Cooking Ingredients and Meals in Peru - Industry Overview

### EXECUTIVE SUMMARY

Economic improvements and rising local production boost sales

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Health awareness shapes gradual product reformulation and preference shifts

Private label brands extend reach through quality and affordability

Flavour innovation aligned with Peruvian culinary heritage

Small pack formats enhance accessibility in traditional retail

### WHAT'S NEXT?

Continued expansion driven by economic stability and active marketing

Wider distribution across both traditional and modern channels  
Innovation focused on health, quality, and local taste preferences  
Macroeconomic stability to sustain purchasing confidence  
Premium imports to diversify offerings for affluent consumers  
Small packaging to reinforce household penetration

## COMPETITIVE LANDSCAPE

Alicorp SAA consolidates its dominant leadership across multiple categories  
KL Import Export Peru SAC expands national footprint through Soya brand  
ADM Sao Peru SA strengthens presence in vegetable oils

## CHANNELS

Small local grocers maintain leadership through proximity and trust  
Hypermarkets emerge as the most dynamic channel  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-peru/report](http://www.euromonitor.com/sweet-spreads-in-peru/report).