



Euromonitor
International

Discounters in Peru

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Proximity, Value and Flexibility Underpin the Allure of Discounters

National and International Expansion Adds Dynamism to the Mix

Chart 2 - Value Sales 2020-2030

WHAT'S NEXT?

Mass and Tiendas 3A Plan Nationwide Expansion as Proximity Drives Channel Gains

Chart 3 - Analyst Insight for Discounters

Focused Assortment and Private Label Strategies Reinforce Pricing Advantage

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Mass and Tiendas 3A Accelerate Expansion to Gain a Competitive Edge

Chart 5 - Tiendas 3A's Aggressive Store Expansion Plan

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Discounters

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Discounters

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Peru - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Economic Stability and Improving Credit Conditions Support Purchasing Power

Small Local Grocers Maintain Dominance While Discounters Outpace Rivals with Aggressive Expansion

Digital Expansion and Physical Space Reconceptualisation Shape Retail Development in 2025

Chart 15 - Falabella Consolidates its Digital Platform as Part of its Omnichannel Strategy

Chart 16 - Mifarma Prime Focus on Beauty and Personal Care

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Continue to Invest in Store Openings to Widen Geographic Reach

Chart 19 - Analyst Insight for Retail

Retailers to Expand Digital and Physical Reach and Assortments to Sustain Growth Momentum

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Supermercados Peruanos Drives Store Expansion to Strengthen Its Lead

New Store Concepts to the Fore

Chart 22 - La Curacao Opens its First Shop-in-Shop Location in 2025

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Mother's Day

Father's Day

Children's Day

National Holidays of Peru

Back to school

Valentine's Day

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-peru/report.