



# Processed Meat, Seafood and Alternatives To Meat in Peru

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Inflation, premiumisation and channel shifts underpin a value-driven but cautious market

### INDUSTRY PERFORMANCE

Rising prices sustain value growth while volume demand becomes more cautious

Premium chilled red meat drives growth as consumers trade up for quality and experience

### WHAT'S NEXT?

Premiumisation and pricing strategies will underpin steady growth over the forecast period

Health considerations remain secondary as meat substitutes struggle to break into the mainstream

Frozen and ready-to-cook products gain traction as air fryers reshape home preparation

### COMPETITIVE LANDSCAPE

Established leaders consolidate positions as inflation tests smaller competitors

Seafood specialists and premium charcuterie brands emerge as dynamic challengers

### CHANNELS

Traditional grocers remain dominant but gradually lose share to modern formats

Discounters deepen their role as value anchors in processed protein purchases

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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## Staple Foods in Peru - Industry Overview

### EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives

Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings

Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

### WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail  
Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics  
Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

## COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach  
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

## CHANNELS

Traditional trade remains dominant but continues to cede ground to modern retail expansion  
Discounters accelerate as the fastest-growing channel, reshaping value access and consumer migration patterns

## MARKET DATA

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Summary 1 - Research Sources

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