



Euromonitor
International

Direct Selling in Peru

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Integration of Digital Platforms Transforms Purchasing

Chart 2 - Unique-Yanbal Group Offers Comprehensive Online Platform

Beauty and Personal Care Products Fuel Demand

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Preference for Beauty and Personal Care and Trusted Consultants to Strengthen Health and Beauty Direct Selling

Investments in Physical Stores to Add Convenience and Foster Engagement

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Competition Intensifies through Strong Company Activity

Chart 7 - Analyst Insight for Direct Selling

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - 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 17 - Falabella Consolidates its Digital Platform as Part of its Omnichannel Strategy

Chart 18 - Mifarma Prime Focus on Beauty and Personal Care

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 21 - Analyst Insight for Retail

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

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - 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 24 - La Curacao Opens its First Shop-in-Shop Location in 2025

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - 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 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - 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/direct-selling-in-peru/report.