

Required Report: Required - Public Distribution **Date:** January 03, 2022

Report Number: PE2021-0036

Report Name: Exporter Guide

Country: Peru

Post: Lima

Report Category: Exporter Guide

Prepared By: Alvaro Loza

Approved By: Zeke Bryant

Report Highlights:

Peru is the third largest export market for U.S. agricultural products in South America. For over a decade, Peru has been one of the world's top performing economies, registering sustained high growth accompanied by low inflation. U.S. origin food and agricultural product exports to Peru benefit significantly from the U.S.-Peru Trade Promotion Agreement (PTPA). U.S. consumer-oriented food exports to Peru are forecast to reach \$310 million by year's end, a six percent increase with respect 2020.

Market Fact Sheet: PERU

Executive Summary

Peru has been one of the world's top performing economies, registering sustained high growth accompanied by low inflation. Agriculture accounts for approximately five percent of Peru's GDP, but employs around 28 percent of the population. The U.S.-Peru Trade Promotion Agreement, which entered into force in February 2009, has increased bilateral trade of agricultural products from \$1.46 billion in 2009 to \$4.0 billion in 2020, an increase of 175 percent. The United States was the second largest agricultural product supplier to Peru in 2020, accounting for 17% of market share.

Imports of Consumer-Oriented Products



Peru's consumer-oriented imports from the world reached US\$ 1.4 billion in 2020. Peru offers good opportunities for U.S. exporters of consumer-oriented agricultural products, but there are some challenges. The successful introduction of new to market food products depends on knowledge of the market. Exporters should review Peru's food laws, packaging and labeling requirements, business practices, and rely on experienced distribution partners. Getting to know the potential importer and the local distribution system is critical.

Food Processing Industry

Peru's food processing industry is a dynamic sector of the national economy. The food industry in Peru accounts for almost 28 percent of the industrial GDP and the gross value added reached \$9.4 billion by the end of 2020. Its growth is directly linked to the development of the food retail and food service sectors. Food product manufacturers source both domestic and imported product ingredients. Local processed food products cover 70 percent of the market demand.

Food Retail Industry

There are three main supermarket chains in Peru: Cencosud (Wong and Metro), Saga Fallabella (Tottus) and Supermercados Peruanos (Vivanda and Plaza Vea). The market includes 282 conventional supermarkets and superstores, with 178 in Lima. The sector is comprised of both conventional supermarkets and traditional channels, comprised of wet markets and independent stores. Different types of food appear to perform better in the two formats. Top products include snack foods, dairy, edible oils, confectionaries, bread, and cookies.

Quick Facts CY 2020

Imports Consumer-Oriented Products: \$1.4Bn

Top 10 Growth Products in Peru

1. Food Almonds fresh or preparations dried, shelled 2. Chicken cuts Peas dried Apples 8. Lentils dried 3. 9. Peanuts prepared or Dairy products 4. 5. Livers of bovine preserved. 10. Soups and broths

Food Industry Gross Value Added: \$9.4 billion

Food Industry by Channels 1. Food Exports: \$7.3 billions 2. Food Imports: \$4.7 billions 3. Retail: \$23 billion 4. Food Service: \$8.5 billion 5. Wet market: \$18 billion

GDP/Population

Population (Millions): 32 GDP (Billions USD): 200 GDP Per-capita (USD): \$6,190 GDP Per-Capita (USD): \$6,287

Top 10 Host Country Retailers

- 1. Supermercados Peruanos S.A.
- 2. Cencosud Retail Peru
- 3. Hipermercados Tottus S.A.

Strengths/Weakness-Opportunities/Challenge

Strengths	Weakness
Strong demand for	Low penetration of
consumer food	modern food retail along
products	the country.
Opportunities	Challenges
Growing middle class	Stiff competition from
	other countries.

Data and information sources: FAS Lima

Contact: FAS Lima

I. Detailed Market Overview

In November 2021, Peru's Central Bank (BCR) raised its gross domestic product (GDP) growth estimation for 2021 to 13.2 from 10.7 percent, based on a rapid recovery of country's national productivity. Domestic demand has also steadily increased since the relaxing of sanitary measures along with the advanced vaccination process which made headway in increasing formal employment rates. Despite Peru's strong economic performance and rebound in 2021, its growth outlook for 2022 seems less positive. BCR recently lowered its forecasted GDP growth for 2022 to 3.4 from 4.5 percent. Sources point to political instability leading to a reduction of economic confidence for next year.

Peru's food market has been impacted by other externalities, in some cases related to the pandemic. Disruptions in supply chains, price spikes of raw commodities, and a volatile exchange rate have all caused significant price increases for food products. Following the easing of pandemic restrictions in early 2021, the traditional channel (corner stores and wet markets) remained the most visited while the modern channel began highlighting lower prices and larger presentations. E-commerce boomed across all retail segments, however, logistical challenges emerged as an obstacle to effectively respond to the massive spike in demand. Gradually, food retailers and logistics operators resolved these issues, leading to continued use of this channel.

On the other hand, foodservice has seen the most negative impacts. Due to the quarantine, consumers quickly switched to cooking at home. Foodservice establishments have progressively resumed activities, but current activity levels remain insufficient to rebound from the losses in the short term. Whilst food retailers managed to capitalize on the changes in consumers' consumption behavior, there were some food categories that could not easily move product to the food retail sector.

For over a decade, Peru has been one of the world's top performing economies, registering sustained high growth accompanied by low inflation. The two main achievements of this economic expansion have been the substantial reduction of poverty and the surge of an emerging middle class. According to the National Statistics Institute (INEI), almost 45 percent of the population belongs to this socioeconomic group. However, one of the most notable vulnerabilities of this emerging middle class is its high labor informality, which lacks the stability of a typical middle class and reduces productivity growth. Peru's government aims to reduce the high labor informality and is working on strategies to stimulate employment, such as creating opportunities to improve foreign investment.

The country's population has increased by almost 6.5 million inhabitants in the last 17 years. According to the last census in 2017, Peru's population reached almost 31.5 million and it is the fifth most populated country in South America after Brazil, Colombia, Argentina, and Venezuela. The coastal area accounts for 50 percent of the total population, with Lima being the largest city with 9.5 million people.

Peru is a member of several bilateral and multilateral trade agreements that have opened new markets for its exports and increased demand for imported goods. This openness to international trade and Peru's growing middle class have transformed domestic food market channels. Among Peru's trade agreements is the U.S.-Peru Trade Promotion Agreement (PTPA) which offers multiple opportunities for U.S. origin food and agricultural product exports to Peru. The demand of U.S. consumer-oriented foods has steadily grown since the implementation of the PTPA in 2009, reaching \$313 million in 2019, setting a record as the highest year in terms of value for this export category.

Advantages and Challenges Facing U.S. Products in Peru

Advantages	Challenges	
The U.SPeru Trade Promotion	Traditional channel remains as the most	
Agreement grants duty-free access to	important for consumers.	
two-thirds of all U.Sorigin food and	 Preference to buy fresh produce in traditional 	l
agricultural products, including high-	markets.	
value food products.	Modern Retail Channel (supermarkets and	
• An active supermarket industry that is	convenience stores) accounts for only 25	
promoting increased demand for high-	percent of the retail food market share in Lim	ıa
value food products.	and 19 percent in the provinces.	
Potential growth of new supermarket	• New local food brands are appearing in the	
outlets and convenience stores in	market at very low prices.	
Lima's suburbs and other cities.	 Lima-based companies supply provincial 	
• Appreciation for U.S. food quality and	supermarkets.	
variety.	 Lack of brand awareness among some 	
 Untapped categories such as 	consumers.	
refrigerated and frozen products.	 Market access demands higher marketing 	
• Increased health consciousness among	costs.	
the Peruvian population.	Domestic producers manufacture more	
Dynamic growth in foodservice and	affordable products according to local taste	
food processing sectors.	preferences.	
	• Cumbersome sanitary registration processes	
	delay the entrance of new food products.	

II. Exporter Business Tips

The Peruvian market is complex and constantly evolving due to the low penetration of modern food retail channels. FAS Lima recommends that U.S. suppliers seeking entry into this market conduct thorough, preliminary research to determine if there is a potential market for their products. The research should cover key marketing and regulatory issues including consumption trends, size of the market (imports), major distribution channels, current import tariff and local tax structure, and government regulations and standards. Current U.S. suppliers should also consider consultations with importing partners to determine if any change of marketing strategies for existing products is needed.

Given the level of quality and packaging of U.S. consumer-oriented food products, the most suitable channel is through supermarket chains. Supermarkets target mainly middle- and upper-income consumers. U.S. food suppliers should first consider establishing a distribution agreement with an importer or wholesaler/distributor. Local importers typically have business agreements with all supermarket chains and other market formats such as gas stations, small independent grocery stores (bodegas), and convenience stores. Deals directly with supermarkets are often under exclusivity terms. Importers generally purchase based on price and quality. There exists, however, niche markets for high value products for upper income consumers, where pricing is not necessarily a concern.

Be diligent in selecting an agent or a representative. Visits and face-to-face meetings in Peru are recommended, however, given the continued pandemic situation, importers are familiar with virtual

communication platforms. Conduct a background check of the prospective partner before signing permanent contractual arrangements. The local partner selected should provide information on consumer trends, market development activities, business practices, and identify niche markets.

Road Map for Market Entry

FAS Lima recommends that U.S. exporters consider the following steps:

- Identify the distribution channel that will best fit the export company's market strategy.
- Depending on the channel chosen, identify a strategic import partner.
- Obtain the sanitary registration either directly or through a local partner.
- Request import permits as required.
- Forward the import partner copies of customs clearance documentation prior to shipment.
- Provide ongoing support to the importer to help build consumer demand.

III. Import Food Standards and Regulations/Import Procedures

Sanitary inspection, food registration, packaging, and control regulations for food and beverages are contained in Supreme Decree No. 007-98-SA (September 25, 1998). The Ministry of Health's Directorate General for Environmental Health (Dirección General de Salud Ambiental - DIGESA) is the U.S. Food and Drug Administration's (FDA) counterpart; it regulates the registration and supervision of domestic and imported processed foods and beverages. The Ministry of Agriculture's National Plant and Animal Health Service (Servicio Nacional de Sanidad y Calidad Agro-Alimentaria - SENASA) develops and implements Peru's sanitary and phytosanitary regulations. SENASA's U.S. counterparts are the Animal and Plant Health Inspection Service (APHIS) and the Food Safety and Inspection Service (FSIS). The National Quality Control Institute (INACAL) is the competent authority on standardization, accreditation, and metrology.

General Import and Inspection Procedures

To clear Peruvian Customs (SUNAT), imports must be accompanied by a Unique Customs Declaration (DUA), a commercial invoice, an airway bill or bill of lading, a packing list, and an insurance letter. Imports must also be accompanied by a DIGESA food sanitary registration for processed food products. For animal and plant products or their by-products a health certificate is required.

The customs agent transmits the DUA electronically to SUNAT, which assigns a level of customs clearance control. SUNAT channels imports along a green, orange, or red lane. The green lane permits entry of the product upon payment of duties. The orange lane requires additional documentation review. The red lane requires both a document review and physical inspection.

Food and Beverage Sanitary Registration

The registration process must be initiated by a SUNAT registered company, in possession of a valid tax identification number (RUC). DIGESA registration information must be uploaded to the VUCE website (*Ventanilla Unica de Comercio Exterior*). This site handles formalities for goods transiting, entering, or leaving Peru. Requirements include:

- Simplified Trade System Form (SUCE *Solicitud Unica de Comercio Exterior*) must be filled out on the <u>VUCE website</u>.
- A physical/chemical and microbiological quality analysis from the manufacturer's quality control laboratory or by a laboratory in Peru accredited by INACAL or any other international accreditation entity recognized by the International Laboratory Accreditation Cooperation or the Inter-American Accreditation Cooperation. The microbiological parameters for food and beverages were approved by the Ministerial Resolution 591-2008/MINSA and are specified at NTS 071- MINSA/DIGESA.
- Bromatological analysis results issued by a laboratory accredited by INACAL or any other international accreditation entity recognized by the International Laboratory Accreditation Cooperation or the Inter American Accreditation Cooperation.
- List of ingredients and quantitative compositional analysis of food additives identified by their generic name and international numeric reference (SIN Code).
- Conservation and storing conditions.
- Information about the packaging, indicating the type and material used.
- Lifetime information of the product under normal conservation and storage conditions
- Identification system of the production batch.
- Labeling information.
- Payment of administrative fees.

Along with the signed application form, the importer needs to present the certificate of free sale and use. The supplier requests the certificate. The label must comply with local regulations and the registration receipt must be presented. Documentation must be less than one year old. A Spanish language translation of the documentation must be attached.

For additional information, see our <u>FAIRS – Food and Agricultural Import Regulations and Standards</u> Narrative Country Report 2021.

Certificates for Animals, Plants, and By-Products

Prior to shipment, an import permit must be obtained from SENASA. A copy of the permit needs to be forwarded to the exporter. The exporter must provide the importer with an official health certificate from the country of origin. SENASA port inspectors verify compliance with import requirements. For new-to-market animal and plant products, a risk assessment must be carried out in accordance with the Andean Community, World Trade Organization (WTO), Codex *alimentarius* (CODEX), or World Organization for Animal Health (OIE) recommendations, as well as per the sanitary requirements of the exporting country.

Certificates for animal and plant products and their by-products must be error free, contain no pen or ink changes, or have any other type of amendments. If applicable, the product must be packaged in food safe packaging and labeled in accordance with U.S. regulations. The product must identify its content, net weight, and the facility where it was produced. APHIS issues sanitary and phytosanitary certificates for animal and plant products, and their by-products. FSIS will certify meat and meat by-products, while the Agricultural Marketing Service (AMS) issues certifications for U.S. dairy products.

For additional information, see our <u>FAIRS – Food and Agricultural Import Regulations and Standards Export Certificate Report 2021</u>.

Labeling Requirements

All food and beverage products packaged for sale must be labeled in accordance with the provisions established in INDECOPI's Peruvian Metrological Standards NMP 001:2014 – Packed Products Labeling, as well as per article 117 of Supreme Decree 007-98-SA. An adhesive Spanish language label needs to be applied before an imported product reaches the point-of-sale. A Spanish language translation of the label must include the importer/distributor's contact information.

The Ministry of Health published the *Warning Label Manual* (the Manual) for food labeling under the *Law on the Promotion of a Healthy Diet* on August 18, 2017. The Manual establishes detailed specifications for the inclusion warnings on the front of package labels of products that exceed the limits for salt, sugar, saturated fat, and trans-fats established in the *Law on the Promotion of a Healthy Diet* (Law 30,021). On June 30, 2021, the Ministry of Health published <u>Supreme Decree 018-2021-SA</u> which extended the use of stickers to comply with Peru's front of package nutritional warning label for processed food products through March 31, 2022.

For additional information, see our <u>FAIRS – Food and Agricultural Import Regulations and Standards Narrative Country Report 2021</u>.

IV. Market Sector Structure and Trends

- Major supermarket chains are forceful negotiators.
- Supermarket suppliers supply a wide range of products.
- Importers aim to sell imported food products through different channels: retail, food service, and food processing. Major food importers/distributors supply all major supermarket chains and provincial retailers.
- Major supermarket chains will request product exclusivity.
- Food products are often imported in consolidated containers.
- Major supermarket chains may import high-end products directly to earn higher margins. However, they first rely on importers/distributors to source imported food products.
- Distributors and wholesalers conduct frequent in-store promotional activities, assigning their own support personnel in each store.

Retail Food Sector

Peru's food retail sector has shown a growth trend in the last 10 years based on the opening of new stores and the consolidation of middle-class and economic indicators. Given changes in the consumption of products, with a trend towards basic categories due to the COVID-19 crisis, some formats showed higher growth such as hard discount and cash & carry outlets versus the supermarket and even hypermarket formats. Gradually, the sector overcame challenges posed by the pandemic and sales rebounded towards the second half of 2021. However, growth will likely be variable across the sector. For this reason, FAS Lima forecasts nine percent growth of the overall sector this year. Despite the current situation, we foresee a long-term recuperation since this sector is not yet at a mature phase and has room to continue growing.

The sector is comprised of two sub-sectors: modern (supermarket stores, convenience stores, discount stores, cash & carry) and traditional (open markets, mom-and-pop stores). U.S. consumer-oriented products are primarily imported by and sold in modern retail channels. This channel is expanding rapidly and accounts for 25 percent of the market. Both sub-sectors offer a good mix of low to medium priced brands in small packages which favors sales to people with small daily budgets. Proximity is also a highly weighted feature within this market segment. Food products aligned with consumers' preference for convenience, low prices, and daily purchases perform best in the market.

For further information about this sector please refer to Peru's Food Retail report 2021.

Food Processing Sector

Food-processing sector sales reached \$9.4 billion in 2020. Growth in this sector is directly linked to the development of food retail and food service sectors throughout Peru. In the last ten years, the modern food retail channel (supermarkets and convenience stores) has expanded and gained ground among consumers. However, the traditional channel, mainly formed by independent small groceries (bodegas) is still the main channel for the most important food processing categories such as: edible oils, dairy, confectionary goods, baked goods, pasta, and cereals. Retailers use the following criteria when looking to launch new products: small packaging, quick rotation, and profit per unit.

This dynamic and strong sector accounts for almost 3 percent of the nation's GDP. However, over 90 percent of the industry are micro-companies and 1.8 percent are large companies.

For further information please refer to Peru's Food Processing Ingredient report 2021.

HRI Food Service Sector

The HRI sector has been highly impacted by the COVID-19 crisis. The government eased the mobility restrictions in early 2021 and as of December, the pandemic status has been declared at a moderate level for most provinces of Peru. This allowed restaurants to increase seating capacity to 60 percent. The National Institute of Statistics (INEI) reported a substantial recovery of the foodservice sector as of June 2021 and with the new conditions it is expected to maintain a strong growth trend.

Tourism had been a strong driver of the hotel-restaurant-institutional (HRI) sector before the pandemic. However, the flow of international visitors dramatically decreased in 2021, even to lower levels than 2020. According to the Ministry of Foreign Trade and Tourism (MINCETUR), almost 200,000 international visitors arrived in Peru between January and August 2021, generating roughly \$294 million in revenues. This constitutes a reduction of almost 88 percent with respect 2019. The sector dropped to the fifth position in terms of importance as an income generator. The reduction of tourism had a collateral effect on foodservice since it accounts for 15 to 20 percent of total foreign tourist revenue.

The Government of Peru has implemented different mechanisms to support the sector (Reactiva Peru, Turismo Emprende, among others), but many economists and experts believe it imperative to rethink the current strategies in place. Several sources forecast a full recovery of the HRI sector by 2022.

For further information please refer to Peru's HRI Foodservice report 2021.

V. Agricultural and Food Imports

U.S. Agricultural Exports to Peru (\$Million)

PRODUCT	2016	2017	2018	2019	2020
Bulk Total	687	784	785	491	348
Corn	452	515	502	176	114
Soybeans	57	42	93	106	93
Cotton	66	97	113	87	61
Wheat	89	94	54	103	49
Pulses	20	32	22	18	30
Other Bulk Commodities	4	3	1	0	1
Consumer Oriented Total	235	266	272	317	293
Dairy Products	52	74	57	74	96
Food Preparations	38	27	33	34	39
Poultry Meat & Prods. (ex. eggs)	23	32	34	46	23
Beef & Beef Products	21	22	25	24	20
Tree Nuts	7	9	9	11	18
Fresh Fruit	7	10	8	11	13
Nursery Products & Cut Flowers	11	18	20	18	12
Pork & Pork Products	7	11	13	18	12
Others	71	64	74	81	60
Intermediate Total	294	242	306	217	276
Soybean Meal	108	90	83	53	104
Ethanol (non-bev.)	76	72	69	79	76
Other Feeds, Meals & Fodders	24	30	28	21	25
Soybean Oil	32	-	70	9	20
Planting Seeds	11	14	12	11	15
Others	44	36	43	45	36
Agricultural Related Products	27	26	50	34	22
Biodiesel & Blends > B30	10	13	31	12	9
Forest Products	10	7	12	13	7
Seafood Products	7	6	8	8	6
TOTAL	1,243	1,318	1,412	1,059	939

Source: Global Agricultural Trade System (GATS)

Best High-Value, Consumer-Oriented Product Categories

Cheese	 Pork and pork products
• Snacks	 Sauces and condiments
Beef and beef products	Nuts and almonds
Poultry and poultry products	 Process vegetables
Food preparations	Fruit and vegetable juices
Bread, pastry, and cookies	

VI. Key Contacts and Further Information

U.S. Embassy Lima, Foreign Agricultural Service (FAS), Office of Agricultural Affairs (OAA)

Mailing Address: FAS OAA Lima, Unit 3785, DPO, AA 34031

Phone: (511) 434-3042, Fax: (511) 434-3043, E-mail: aglima@usda.gov.

For additional information, see www.fas.usda.gov. See also our Food and Agricultural Import Regulations and Standards (FAIRS) reports, FAIRS Export Certificate, Retail Foods Sector, Food Processing Ingredients Sector, and HRI Food Service Sector GAIN reports.

TRADE ASSOCIATIONS				
American Chamber of Commerce Peru (AMCHAM) Executive Director: Aldo Defilippi Address: Av. Ricardo Palma 836, Miraflores, Lima 18 Phone: (511) 705-8000, Fax: (511) 241- 0709, www.amcham.org.pe	National Society of Industries (SNI) President: Ricardo Marquez Address: Los Laureles 365, San Isidro, Lima 27 Phone: (511) 616-4444, Fax: (511) 616-4433, www.sni.org.pe			
Hotel and Restaurant Association (AHORA) President: Blanca Chavez Address: Av. Benavides 881, Miraflores, Lima 18, Phone: (511) 444-4303, Fax: (511) 444-7825, E- mail: ahora@ahora-peru.com, www.ahora- peru.com				
peru.com MINISTRIES AND GOVE	ERNMENT AGENCIE			

Ministry of Agriculture (Desarrollo Agrario y Riego) Minister: Mr. Víctor Maita Address: Av. La Universidad N° 200 – La Molina Phone: (511) 613-5800, Fax: (511) 711-3700, www.minag.gob.pe Ministry of Foreign Trade and Tourism (MINCETUR) Minister: Mr. Roberto Sanchez Calle Uno Oeste 50-60, Urb. Corpac, San Isidro, Lima 27 Tel: (511) 513-6100, www.mincetur.gob.pe

Ministry of Environment National Agricultural Sanitary and Minister: Mr. Ruben Ramirez Phytosanitary Service (SENASA) Av. Javier Prado Oeste 1440, San Isidro, Lima 27. **Director**: Mr. Miguel Quevedo Tel: (511) 611-6000, Fax: (511) 611-6000 Annex: Address: Av. La Molina 1915 – Lima 12 1634, www.minam.gob.pe Phone: (511) 313-3300, Fax: (511) 340-1486, www.senasa.gob.pe General Environmental Health Bureau (DIGESA) Customs (SUNAT) **Director:** Mrs. Carmen Cruz Superintendent: Mrs. Luis E. Vera Address: Las Amapolas 350, Urbanización San Address: Av. Garcilazo de la Vega 1472 – Eugenio - Lima 14 Lima Phone: (511) 442-8353, Fax: (511) 422-Phone: (511) 315-3300, Fax: (511315-6404, www.digesa.minsa.gob.pe 3318, www.aduanet.gob.pe National Institute for the Defense of Competition Ministry of Production\National Fisheries and for the Protection of the Intellectual Property Health Service (SANIPES) (INDECOPI) Director: Mr. Jose Rogger Location: Carretera a Ventanilla Km. 5.2, President: Mr. Julian Palacin Callao. Tel: (511) 715-0180 Address: Calle de la Prosa 138 - San Borja, Phone: (511) 224-7800, Fax: (511) 224-Surquillo Location: Domingo Orue 165, Piso 7, Surguillo. Tel: (511) 213-0348, www.indecopi.gob.pe 8570 www.sanipes.gob.pe

Attachments:

No Attachments