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Country: Peru

Post: Lima

Report Category: Retail Foods

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Report Highlights:

Peru's food retail sector is projected to grow about 6 percent by the end of 2025, driven by an improving macroeconomic environment and targeted strategies across both modern and traditional food channels. FAS Lima anticipates a resurgence in U.S. consumer-oriented products, particularly in meat, fruits, tree nuts, non-alcoholic beverages, and more. This positive outlook is fueled by the recovery of key export sectors and the implementation of tailored approaches to cater to evolving consumer demands in Peru's market.

Market Fact Sheet: PERU

Executive Summary

Despite the political upheaval in early 2023 and higher inflation during the past year, Peru’s economy and exchange rate remain stable. Agriculture accounts for approximately six 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 \$5.7 billion in 2024, an increase of +200 percent. The United States was the second largest agricultural product supplier to Peru in 2024, accounting for 12 percent of market share.

Imports of Consumer-Oriented Products



Peru’s consumer-oriented imports from the world reached US\$ 2.0 billion in 2024. Peru offers excellent opportunities for U.S. exporters of consumer-oriented agricultural products, but there are some challenges. The successful introduction of new 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 crucial.

Food Processing Industry

Peru’s food processing industry is a dynamic sector of the national economy. The food industry in Peru accounts for almost 27 percent of industrial GDP. 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, Plaza Vea, Makro, and Mass). The market includes 319 conventional supermarkets and superstores (198 in Lima), and thousands of discount shops and convenience stores. The sector is comprised of both conventional supermarkets and traditional channels, made up of wet markets and independent stores. Different categories of food products appear to perform better between the two formats. Top products include snack foods, dairy, edible oils, confectionaries, bread, and cookies.

Quick Facts CY 2024

Imports of Consumer-Oriented Products: \$2.0 Bn

Top 10 Food Processing Ingredients for Growth in Peru

1. Powdered Milk	7. Food Preparations
2. Almonds	8. Edible mixtures of animal or plant oils or fats
3. Pork meat cuts	9. Vegetable saps and extracts.
4. Animal/vegetable fats & oils	10. Vegetables fats and oils
5. Dextrines	
6. Wheat	

Food Industry Gross Value Added: \$8.0 billion

Food Industry by Channels
1. Food Exports: \$16.6 billion
2. Food Imports: \$7.0 billion
3. Retail: \$23 billion
4. Food Service: \$7.5 billion
5. Wet markets: \$17 billion

GDP/Population

Population (Millions): 33
GDP (Billions USD): \$282
GDP Per-capita (USD): \$8,135

Top 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 consumer food products	Low penetration of modern food retail beyond Lima and major cities
Opportunities	Challenges
Growing middle class	Strong market presence and price competition from neighboring countries

Section I. Market Overview

The Central Reserve Bank of Peru (BCRP) revised its 2025 GDP growth forecast to 3.1 percent, down slightly from 3.2 percent, according to its June 2025 inflation report. The adjustment reflects a softer than anticipated output in the mining sector and a more cautious global economic outlook. Despite this minor adjustment, Peru remains on track to be one of the region’s stronger-performing economies.

The BCRP projects 2025 inflation at 1.8 percent. This outlook reflects normalized commerce from agriculture and non-agriculture supply chains after the previous years climate phenomena-related disruptions from El Niño or La Niña, weather phenomena that measurably contributed to market shocks and greater price instability for food and other essential goods.

Peru's retail sector is undergoing a significant transformation characterized by the steady expansion of modern retail formats alongside traditional retail outlets. Together, these dynamics are reshaping consumer channels, competition, and merchandising strategies across the market.

Modern retail, including supermarkets, convenience stores, and discount stores, expanded by nearly 5 percent in the first half of 2025. This growth was driven by a strong 4.6 percent increase in food sales compared to the same period in 2024. The sector's expansion reflects an expanding middle class and increasing urban density in major cities. In several Lima districts with high concentrations of middle-class households, there are significant opportunities for modern retail, with companies prioritizing smaller formats due to space constraints.

Traditional retail, primarily composed of over 400,000 small neighborhood corner stores and wet markets, dominate the Peruvian retail landscape. While these businesses continue to rely on key attributes like proximity and personalized service, they are increasingly adopting digital tools, such as digital payment wallets, to remain competitive. The expanding digital footprint and growing importance in the daily lives of Peruvians continues to broaden consumerism across all income levels.

Peru’s food retail sector is projected to grow by 6 percent this year, driven by stronger household consumption and stable food prices. The Foreign Agricultural Service (FAS) in Lima, Peru, projects an expansion of U.S. consumer-oriented exports to Peru in 2025. This optimism is based on the strong performance of key export categories, including meat, fruits, food preparations, tree nuts, and non-alcoholic beverages that have shown significant growth midway through the 2025 calendar year. In 2024, these exports reached \$370 million, representing a 15 percent increase over the previous year.

Table 1: Advantages and Challenges for U.S. Food Products in Peru

Advantages	Challenges
<ul style="list-style-type: none">● Recognition of U.S. food quality and an appreciation for U.S. culture.● Consumer-oriented food products benefit from the U.S. – Peru Trade Promotion Agreement with low or no tariffs.● Active supermarket industry that promotes high-value food products.● Boom in e-commerce and increasing retail coverage.	<ul style="list-style-type: none">● Consumers prefer to buy fresh produce in traditional markets.● Supermarkets, the main channel for imported food products, account for only 30 percent of the retail food market share in Lima and 20 percent in the provinces.● New local food brands are appearing in the market at very low prices.● Provincial supermarkets are supplied by Lima-

<ul style="list-style-type: none"> ● Growth of new supermarket outlets in Lima's suburbs and second-tier cities. ● Appreciation for U.S. food quality and culture. ● The perception of modern retail outlets as cleaner, convenient, and timesaving. ● Increased health consciousness among the Peruvian population. ● Increase of the Middle-class. 	<p>based companies, impacting the freshness of some products.</p> <ul style="list-style-type: none"> ● Cumbersome regulatory processes to obtain sanitary permits. ● Traditional markets dominate retail sales in secondary cities. ● Domestic producers manufacture more affordable products that cater to local taste preferences. ● Highly competitive regional market with neighboring countries providing alternative options for many consumer-oriented products.
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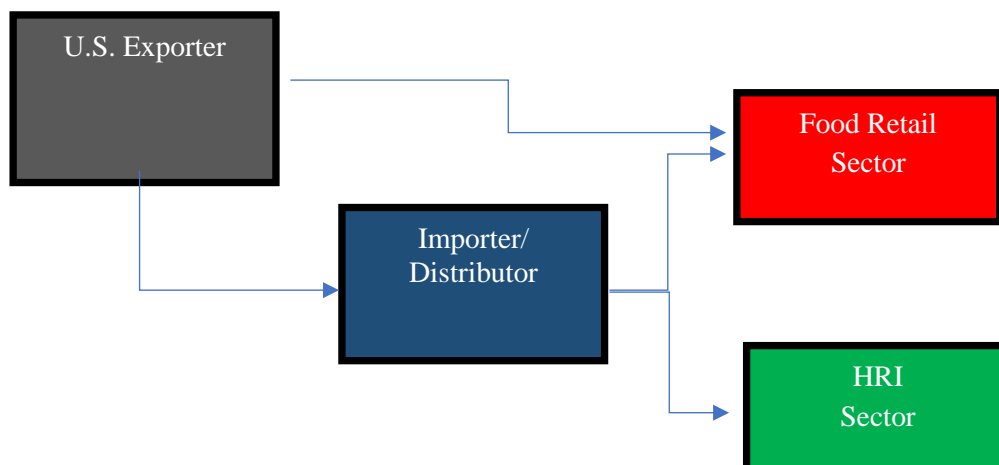
Section II: Road Map for Market Entry

1. Entry Strategy:

- Preliminary research to determine market potential for a specific product. Contact FAS Lima to obtain reports or briefings about market features.
- Retailers rely on importers and wholesalers/distributors to source imported food 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.
- Be diligent when selecting a partner (an agent or a representative). Conduct a background check of the prospective partner before signing contractual agreements. Visits to Peru and in-person meetings are highly recommended.
- The import partner should be able to provide updated information on consumer trends, current market developments, trade, and business practices.
- Exporters should consider providing marketing budget support to local importers or retailers to develop promotional activities and foster impulse sales.
- Food products must comply with the country's regulations and be approved by health authorities before being placed on the market. Peru adopts Codex as the primary international reference.
- For details on how to export to Peru please refer to FAS Lima's [FAIRS Export Certificate Report](#), [FAIRS Country Report](#), and [Exporter Guide Report](#).

2. Market Structure:

Figure 1: Typical Import Market Channel



Peru's food retail market remains a dynamic driver of the broader retail sector and a meaningful contributor to the national economy. After contracting during the first half of 2024, the sector rebounded and is estimated to grow 5 percent by year-end, with total food retail sales reaching \$24 billion. Performance was uneven throughout the year, but modern retail began to recover by the end of the first quarter and achieved its strongest results during the Christmas holiday season. The three leading supermarket chains adapted to external pressures by prioritizing staple categories and rolling out formats tailored to lower-income segments. Overall, the food retail market amounts to 316 traditional supermarkets and superstores, 196 of which are in Lima.

Supermercados Peruanos (SPSA) is pressing ahead with an aggressive expansion strategy, scaling up the sales area of its bulk purchase, or "Mass," hard-discount format. Bulk purchase shopping continues to consolidate its footprint in Lima while making strong inroads into provincial markets. By the first quarter of 2025, SPSA operated approximately 1,250 locations. Meanwhile, Tottus Hypermarket's (Falabella Group), is seeing solid returns from recent investments, particularly through its Hiperbodega Precio Uno (HPU), which helped drive 10 percent sales growth in 2024. With 32 HPU stores, primarily located outside Lima, Tottus Hypermarket's success is attributed to its competitive pricing and wide product mix.

Cencosud, the Chilean retailer operating Wong and Metro in Peru, reported a 16 percent revenue increase across its regional operations in 2024. In Peru, the company delivered its highest annual profitability on record, with a 11.5 percent growth, driven largely by strong gains in e-commerce. Its cash & carry format (Metro) maintained its growth trajectory, with a notable 11 percent increase in private label sales in 2024.

Modern retailers are introducing a range of store formats, with cash & carry and discounters gaining notable traction among consumers and playing a crucial role in the market. While Mass leads the discount segment, new entrants are emerging like the AJE group, which launched hard discount store "3A" in a densely populated district of Lima. AJE's expansion strategy aims at opening 200 stores annually to capitalize on the segment's potential.

Convenience stores have become a strategic growth area for retailers, leveraging compact formats and agility to meet evolving consumer preferences and compete directly with traditional corner stores. In 2024, Peru added nearly 105 new stores, *Tambo* led the expansion with 85 new outlets, followed by *Oxxo* with 20. Altogether, convenience stores now operate roughly 1,062 stores nationwide and account for nearly 7 percent of modern retail sales. The main product categories in these convenience stores include beverages and ready-to-eat items.

Traditional retail remains a major constraint on modern retail expansion in Peru. Traditional outlets, such as neighborhood bodegas (over 383,000 formal outlets) and open-air markets, continue to dominate due to their accessibility, affordability, and cultural alignment with local shopping habits. Consumers, particularly outside Lima (where modern retail holds just 19 percent share vs. 25 percent in the capital), prefer these formats for fresh produce and essentials purchased on small, frequent, cash-based trips. While modern convenience stores have tripled their sales to \$178 million in 2024 (projected to reach \$226 million by 2028), their growth often displaces small retailers without fully shifting entrenched consumer loyalty.

Consumer-oriented products from the United States are primarily imported by, and distributed through, more modern retail channels. This channel is expanding rapidly and accounts for 25 percent of the market. Its growth relies on the introduction of new players and the development of new retail formats to capture market share from the traditional channel. There are several opportunities for high-value food products imported from the U.S. into the Peruvian market:

- **Focused Strategies:** With the growth of modern retailers and evolving consumer preferences, there is an opportunity for U.S. high-value food products to position themselves in these expanding retail formats

strategically. Items that cater to convenience, quality, and unique offerings can stand out and attract consumers.

- Partnerships with Retailers: Collaborating with modern retailers, including those expanding their store formats, could help U.S. food product suppliers gain access to these growing distribution channels and increase visibility among Peruvian consumers.
- Focus on Convenience Stores: Considering the rise of convenience stores as a crucial growth area, U.S. suppliers can tailor their high-value food products to meet the demand for on-the-go, ready-to-eat items in these stores. Beverages and other convenient and premium products can find a receptive market in this segment.

3. Company Profiles

Table 2: Profiles of Major Supermarkets Chains (2024).

Retailer	Ownership	Sales (\$MM)	Market Share (%)	# Outlets	Location
CENCOSUD	Chile	1,690	31	87	10 Provinces
Supermercados Peruanos	Peru	3,105	42	1,387	17 provinces
Hipermercados Tottus	Chile	1,160	22	88	11 Provinces

Source: FAS Lima

Table 3: Outlets by Major Supermarket Chains (2024)

Retailer	Type of Outlets	# Outlets
CENCOSUD	Supermarkets Wong	20
	Hyper Metro	67
Supermercados Peruanos	Vivanda	8
	Plaza Vea/ Plaza Vea Super	103
	Mass Stores	1,250

	Makro	26
Hipermercados Tottus	Hypermarkets	37
	Supermarket	19
	Hiper Bodega – Precio Uno	27
	Superbodegas	5

Source: FAS Lima

Table 4: Convenience Store – Most Important Brands

COMPANY	BRAND	#OUTLETS
Lindley Corporation	TAMBO+	554
FEMSA	OXXO	139
REPSOL	Repshop	129
PRIMAX	Listo	125
Grupo Romero	VIVA	60
INTERCORP	Mimarket	25
Grupo Vega	Vega	20
Grupo Jimenez	Jimenez	10

Source: FAS Lima

SECTION III. Competition

The Government of Peru set a path for integration into the global economy by signing several free trade agreements over the past 25 years, including the U.S. - Peru Trade Promotion Agreement (PTPA), which entered into force in February 2009. The PTPA was instrumental in boosting bilateral trade in food and agricultural products between the United States and Peru. From 2009 to 2024, U.S. exports of food and agricultural products to Peru grew from \$526 million to \$889 million.

The United States is the largest supplier of U.S. consumer-oriented product exports, at \$370 million, accounting for 42 percent of U.S. food exports to Peru in 2024. These products are largely made up of dairy, poultry meat, food preparations, beef, tree nuts, and fresh fruits, among the most important.

SECTION IV. Best Product Prospects Categories

HS Code	Description	Rank	2024 \$MM	MARKET SHARE							
210690	food preparations nesoi	1	269	U.S.	19%	Costa Rica	12%	Mexico	9%		
020714	Chicken cuts and edible offal frozen	2	127	Brazil	61%	U.S.	31%	Chile	5%		
040221	Milk / Cream Conc. Nt Swt Pwd	3	102	U.S.	36%	New Zealand	35%	Argentina	8%		
040210	Milk & Crm, Cntd, Swt, Pwd, Gran	4	66	U.S.	74%	Belgium	12%	Ireland	6%		
170490	sugar confectionary not containing cocoa	5	62	Colombia	47%	China	15%	Brazil	11%	U.S.	3%
180690	cocoa preparations, not in bulk form, nesoi	6	59	U.S.	27%	Malaysia	10%	Brazil	8%		
210111	coffee extracts, essences and concentrates	7	53	Brazil	45%	Mexico	21%	Colombia	17%	U.S.	1%
230910	dog and cat food, put up for retail sale	8	48	Argentina	21%	U.S.	19%	Brazil	17%		
190110	food preparations for infant use retail	9	45	Mexico	53%	Netherlands	27%	Ireland	13%	U.S.	1%
190590	bread, pastry, cakes, biscuits and similar baked products	10	44	Colombia	23%	Brazil	23%	Ecuador	20%	U.S.	4%
080810	apples, fresh	11	42	Chile	62%	U.S.	36%	Argentina	2%		
200410	potatoes (french fries), prepared or preserved	12	39	Netherlands	67%	Belgium	26%	France	8%	U.S.	1%
220421	wine of fresh grapes over 2 L	13	38	Argentina	45%	Chile	24%	Spain	16%	U.S.	2%
020329	meat of swine, nesoi, frozen	14	36	Brazil	44%	Chile	39%	U.S.	9%		
040590	fats and oils derived from milk, n.e.s.o.i.	15	34	New Zealand	98%	Australia	1%	U.S.	1%		
220300	beer made from malt	16	34	Mexico	91%	Netherlands	4%	Portugal	3%	U.S.	<1%
210390	saucos and preparations	17	31	U.S.	23%	Mexico	16%	Chile	16%		
210112	coffee extracts, essences and concentrates	18	30	Malaysia	67%	Brazil	23%	Colombia	4%	U.S.	1%
020230	meat of bovine animals, boneless, frozen	19	29	Brazil	38%	U.S.	28%	Argentina	21%		
110813	starch, potato	20	27	Germany	52%	Denmark	26%	Netherlands	11%	U.S.	n.i.
190190	malt extract; food products of flour, meal, etc.	21	27	Colombia	44%	Chile	15%	Brazil	7%	U.S.	7%
220299	other non-alcoholic beverages	22	26	Switzerland	35%	U.S.	27%	Mexico	12%		
040690	cheese, nesoi, including cheddar and colby	23	25	Germany	24%	Argentina	16%	Netherlands	16%	U.S.	2%
020629	offal of bovine animals, edible, nesoi, frozen	24	23	Argentina	39%	Brazil	26%	U.S.	22%		
200870	peaches, prepared or preserved	25	23	Greece	57%	China	17%	Spain	13%	U.S.	n.i.
090611	cinnamon (cinnamomum zeylanicum blume)	26	22	Sri Lanka	99%	U.S.	<1%	Vietnam	<1%		
020712	meat and edible offal of chickens, frozen	27	20	Brazil	80%	Argentina	15%	Chile	5%	U.S.	<1%
050400	animal guts, bladders and stomachs	28	18	Argentina	72%	Uruguay	11%	Brazil	8%	U.S.	5%
220870	liqueurs and cordials	29	18	Mexico	61%	Italy	8%	Germany	7%	U.S.	3%
060220	edible fruit or nut trees, grafted or not	30	18	Chile	97%	Spain	3%	U.S.	<1%		

Cheese (HS 0406): U.S. cheeses are used in the three sectors: retail food, food-processing, and Hotel, Restaurant and Institutional (HRI). The United States is the main supplier with a market share of 31 percent. Argentina and Germany are the main competitors with 19 and 13 percent of the market share, respectively. Preferable types of cheese are edam, mozzarella, cheddar, and parmesan.

Confectionary (HS 1704; 1806): Imports from the United States totaled \$28 million in 2024, a meteoric growth of 180 percent driven by higher demand in the food processing industry. However, there is still strong competition within the region. Colombia leads exports with a 23 percent market share, followed by the U.S. with 19 percent. The United States' main import in this category is chocolate.

Food Preparations (HS 2106): The United States is the largest supplier and holds 20 percent of the market share (\$55 million). This category includes hydrolyzed protein, food supplements, soy-based snacks, and confectionary products. Other competitors in the region are Costa Rica and Spain, with 12 and 7 percent of market share, respectively.

Red Meat (HS 0202; 0203): In 2024, the global beef and pork export market to Peru expanded by 19 percent, creating a highly competitive environment. The United States significantly increased its beef exports by 33 percent to \$10 million, though it was outpaced by Brazil, which emerged as the top supplier with \$11 million. In the pork sector, U.S. exports continued their upward trend, reaching \$5 million, an 11 percent increase from 2023. However, U.S. pork still faces a formidable challenge from competitors like Brazil and Chile, which lead the market with 45 percent and 35 percent shares, respectively. Overall, the U.S. successfully regained its standing as the second-largest beef and pork supplier to Peru, holding a 21 percent import market share. Brazil, with its dramatic increase in exports, remains the leading supplier, accounting for 41 percent of the total import market.

Poultry Meat (HS 0207): In 2024, Peru's overall poultry meat imports grew by 19 percent reaching \$164 million. The United States cemented its position as the second-largest poultry supplier, capturing a 27 percent market share, though it still trails far behind Brazil, which holds a dominant 60 percent. U.S. poultry meat exports to Peru increased by 10 percent in 2024, largely due to stronger demand for chicken cuts from retailers and a recovering foodservice sector. U.S. chicken leg quarters were a key driver of this growth, with exports reaching \$39 million. The HRI sector remains the primary market for these products, and its post-pandemic rebound has provided a significant boost. Furthermore, the expansion of hard discount retail stores has helped U.S. chicken leg quarters regain market share, as these products are a perfect fit for the cost-conscious household consumers targeted by these formats.

Fruit & Vegetable Juices (HS 2009): The category grew by 10 percent in 2024, with a significant increase in the variety of products and suppliers. Argentina remains the largest supplier, holding a 38 percent market share, primarily supplying citrus fruit juice. However, the Dominican Republic has successfully entered the market as a coconut juice supplier achieving \$2 million in sales for 2024 and becoming the second-largest supplier in this category. The U.S. made headway and climbed three positions becoming the fourth largest supplier with almost \$1 million, mainly boosted by the mixture of juices category.

Bread, pastry, cookies (HS 1905): In 2024, the United States maintained its position in Peru's imported cookies market, holding a 5 percent share with sales of \$2.7 million, a trend similar to the previous year. However, this steady performance was overshadowed by the explosive growth of regional competitors. Colombia and Brazil saw dramatic increases in their cookie exports to Peru, growing by 112 percent and 200 percent, respectively. This surge is largely driven by major food processors like Nutresa and PepsiCo, based in Colombia, which have become key suppliers to the Peruvian market.

Sauces (HS 2103): U.S. exports grew 40 percent in 2024 with respect to 2023, accounting for 23 percent of share of the import market. Mexico holds the second position with 16 percent. This category continues to grow and total imports grew 11 percent in 2024, reaching \$31 million. Retail stores and fast-food chains remain as the preferable channels for consumers. The food processing industry is aiming to produce traditional flavors offering the convenience of a ready-to-eat presentation.

Nuts and almonds (HS 0802): The United States is the largest supplier in this category, holding a 76 percent share of the import market. In 2024, U.S. exports increased 60 percent. Importers repack tree nuts into food retail packaging. The strongest competitor is Chile with 14 percent market share.

Soups & Broths (HS 2104): In 2024, the United States became the leading supplier in Peru's imported soup and broth category, effectively doubling its exports from the previous year. This surge gave the U.S. a commanding

29 percent share of the market. South Korea was a close second with a 26 percent share, while Chile took the third spot with 12 percent. The growing "on-the-go" lifestyle in Peru presents a significant opportunity for further growth in this sector, particularly through convenience stores.

Category B: Potential for Increased Sales

- Wine (HS 2204)
- Peaches, Cherries, and Nectarines (HS 0809)
- Apples and Pears (HS 0808)
- Citrus (HS 0805)
- Processed meats (HS 1601, 1602)
- Beer (2203)
- Whiskey (2208)

SECTION VI. Key Contacts and Further Information

U.S. Embassy Lima, Foreign Agricultural Service (FAS) - OAA
Street Address: Av. La Encalada, Cuadra 17, Monterrico - Surco, Lima 33
Mailing Address: FAS OAA Lima, Unit 3785, DPO, AA 34031
Phone: (511) 434-3042 / E-mail: aglima@usda.gov / www.fas-usda.pe

U.S. Animal Plant and Health Inspection Service (APHIS)
Street Address: Av. La Encalada, Cuadra 17, Monterrico - Surco, Lima 33
Phone: (511) 618-2627 / (511) 618 – 2732 / (511) 434 - 3000
Internet Homepage: www.aphis.usda.gov / APHIS Peru Contact

Host Country Government

[Ministry of Agriculture of Peru](#)

[Ministry of Agriculture – National Service of Agricultural Health - SENASA](#)

[Ministry of Health – Directorate General of Environmental Health - DIGESA](#)

[Ministry of Foreign Trade and Tourism – MINCETUR](#)

Attachments:

No Attachments