



Euromonitor  
International

# Apparel and Footwear Specialists in Peru

June 2026

Table of Contents

## [Apparel and Footwear Specialists in Peru - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

### INDUSTRY PERFORMANCE

Platanitos Accelerates Online Shopping with Integrated E-Commerce and Fast Delivery

International Brands Invigorate Premium Retail at Jockey Plaza

Chart 2 - New Stores from International Fashion Brands Open in Jockey Plaza

Chart 3 - Value Sales 2020-2030

### WHAT'S NEXT?

Positive Growth Forecast Despite Headwinds

Chart 4 - Analyst Insight for Apparel and Footwear Specialists

International Marketplaces to Challenge Incumbents with Price and Delivery Speed

Chart 5 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Empresas Comerciales Leverages Store Network and E-Commerce to Surpass Topy Top

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Apparel and Footwear Specialists

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Apparel and Footwear Specialists

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/apparel-and-footwear-specialists-in-peru/report](http://www.euromonitor.com/apparel-and-footwear-specialists-in-peru/report).