



**Euromonitor
International**

Butter and Spreads in Peru

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter and spreads grows significantly in 2025 due to increased local production, wider distribution and affordable margarine
Alicorp SAA continues to lead due to well-positioned brands and dynamism in commercial and marketing management
Small local grocers leads due to proximity and affordable prices, while hypermarkets sees dynamism thanks to promotions and variety

PROSPECTS AND OPPORTUNITIES

Butter and spreads set to grow, thanks to dynamism of category players and improving economy
Margarine to remain the largest subcategory due to affordable prices, widespread distribution
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Dairy Products and Alternatives in Peru - Industry Overview

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DISCLAIMER

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