



**Euromonitor
International**

Sweet Spreads in Peru

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health concerns deter many from buying

INDUSTRY PERFORMANCE

Moderate expansion constrained by sugar awareness

Jams and preserves retain leadership supported by strong distribution

WHAT'S NEXT?

Gradual recovery expected as players diversify with natural and low-sugar options

Honey poised for strongest expansion as a natural, health-positioned product

Private label gains ground through quality, affordability and assortment

COMPETITIVE LANDSCAPE

Molitalia SA maintains clear leadership through brand heritage and broad coverage

Gloria SA demonstrates strong dynamism through logistics reach and distribution power

CHANNELS

Traditional trade remains dominant due to convenience and community links

Modern grocery strengthens presence through wider ranges and promotions

CATEGORY DATA

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Cooking Ingredients and Meals in Peru - Industry Overview

EXECUTIVE SUMMARY

Economic improvements and rising local production boost sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health awareness shapes gradual product reformulation and preference shifts

Private label brands extend reach through quality and affordability

Flavour innovation aligned with Peruvian culinary heritage

Small pack formats enhance accessibility in traditional retail

WHAT'S NEXT?

Continued expansion driven by economic stability and active marketing

Wider distribution across both traditional and modern channels
Innovation focused on health, quality, and local taste preferences
Macroeconomic stability to sustain purchasing confidence
Premium imports to diversify offerings for affluent consumers
Small packaging to reinforce household penetration

COMPETITIVE LANDSCAPE

Alicorp SAA consolidates its dominant leadership across multiple categories
KL Import Export Peru SAC expands national footprint through Soya brand
ADM Sao Peru SA strengthens presence in vegetable oils

CHANNELS

Small local grocers maintain leadership through proximity and trust
Hypermarkets emerge as the most dynamic channel
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