



**Euromonitor
International**

Staple Foods in Peru

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Staple Foods in Peru

EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives

Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings

Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail

Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics

Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach

Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

CHANNELS

Traditional trade remains dominant but continues to cede ground to modern retail expansion

Discounters accelerate as the fastest-growing channel, reshaping value access and consumer migration patterns

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Baked Goods in Peru

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Rising demand for affordable indulgence and expanded availability supports resilient category performance

INDUSTRY PERFORMANCE

Bread retains its central role as everyday consumption and wider retail coverage reinforce category stability

Diversified formats and broader indulgence expand growth, supported by stronger channel execution

WHAT'S NEXT?

Packaged flatbread gains traction as convenience, versatility and culinary trends broaden its appeal

Health-driven reformulation and more nutritious offerings strengthen the role of better-for-you bakery options

Innovation, limited editions and premium concepts fuel experimentation and broaden consumption occasions

COMPETITIVE LANDSCAPE

Bimbo and Nestlé consolidate leadership through portfolio breadth, distribution strength and brand-driven innovation

Acquisitions, private label advances and emerging local players reshape competitive dynamics

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[Breakfast Cereals in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led demand for oats supports resilience amid trading down to cheaper breakfasts

INDUSTRY PERFORMANCE

Oats and healthier cereals underpin performance as consumers rebalance value and nutrition

Hot cereals consolidate their role as nutritious and accessible breakfast options

WHAT'S NEXT?

Healthier breakfast habits and shifting segment roles will shape future category growth

Healthier breakfast cereals move into the mainstream of consumer demand

Innovation and format diversification help brands defend against private label pressure

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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Processed Meat, Seafood and Alternatives To Meat in Peru

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation, premiumisation and channel shifts underpin a value-driven but cautious market

INDUSTRY PERFORMANCE

Rising prices sustain value growth while volume demand becomes more cautious

Premium chilled red meat drives growth as consumers trade up for quality and experience

WHAT'S NEXT?

Premiumisation and pricing strategies will underpin steady growth over the forecast period

Health considerations remain secondary as meat substitutes struggle to break into the mainstream

Frozen and ready-to-cook products gain traction as air fryers reshape home preparation

COMPETITIVE LANDSCAPE

Established leaders consolidate positions as inflation tests smaller competitors

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[Rice, Pasta and Noodles in Peru](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, private label and format diversification shape a mature but resilient category

INDUSTRY PERFORMANCE

Private label and budget brands limit value expansion despite steady underlying demand

Instant noodles lead growth as price resets combine with convenience and cup premiumisation

WHAT'S NEXT?

Population growth and everyday reliance on staples underpin steady future demand

Health-positioned rice, pasta and noodle options gain relevance from a small base

Premiumisation strengthens in instant noodles and imported pasta while fresh formats lag

COMPETITIVE LANDSCAPE

Costeño and Alicorp defend leadership amid pressure from value players and private label
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