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Report Highlights:

Peru's food retail sector is projected to grow about 8.4 percent by the end of 2026, 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 political upheaval and high inflation during the past year, Peru’s economy remains 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 \$6.7 billion in 2025, an increase of +200 percent. The United States was the second largest agricultural product supplier to Peru in 2025, 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), 1,000 hard discount stores, and 1,000 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 2025

Imports of Consumer-Oriented Products: \$2.2 Bn

Top 10 Growth Products in Peru	
1. Swine meat	6. Nuts fresh n’ dried
2. Beer without alcohol	7. Kiwi fruit.
3. Cherries.	8. Fruit preserved
4. Egg albumin dried	9. Prod. Of Natural Milk Const.
5. Cocoa powder	10. Meat of bovine

Food Industry Gross Value Added: \$8.0 billion

Food Industry by Channels
1. Food Exports: \$19.8 billion
2. Food Imports: \$7.7 billion
3. Retail: \$25 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 10 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 throughout the country.
Opportunities	Challenges
Growing middle class	Stiff competition from other countries.

Section I. Market Overview

Peru’s food retail sector is undergoing a significant transformation, characterized by the steady expansion of modern retail formats alongside the continued strength of traditional retail. Together, these dynamics are reshaping consumer purchasing channels, competitive dynamics, and merchandising strategies across the market.

Modern retail, including supermarkets, convenience stores, and discount formats, expanded by approximately 7.6 percent through the end of 2025, supported by stronger domestic consumption and improving economic conditions. This growth reflects the expansion of Peru’s middle class and increasing urban density, particularly in major cities. In several Lima districts with high concentrations of middle-income households, modern retail opportunities remain significant, with retailers increasingly prioritizing smaller-format stores to address space constraints and serve densely populated neighborhoods.

Traditional retail, comprising primarily more than 410,000 small neighborhood corner stores and traditional markets, continues to dominate Peru’s food retail landscape. These businesses retain important competitive advantages, including proximity, convenience, and personalized service, while increasingly adopting digital tools such as mobile payment wallets to strengthen their competitiveness. The growing penetration of digital technology and its expanding role in consumers’ daily lives are also contributing to broader access to consumer goods across income segments.

Peru’s food retail sector is projected to grow by 8.4 percent in 2026, driven by stronger household consumption and relatively stable food prices. The Foreign Agricultural Service (FAS) in Lima also projects continued growth in U.S. consumer-oriented food and beverage exports to Peru in 2026. This outlook is supported by the strong performance of several key export categories, including meat, fresh and processed fruits, food preparations, tree nuts, condiments and sauces, and non-alcoholic beverages, which have recorded significant growth during the first half of the year. In 2025, U.S. consumer-oriented exports to Peru reached \$386 million, representing a 4.4 percent increase from the previous year.

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

Advantages	Challenges
● 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. ● Growth of new supermarket outlets in Lima’s suburbs and second-tier cities.	● 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-based companies, impacting the freshness of some products.

● 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.	● 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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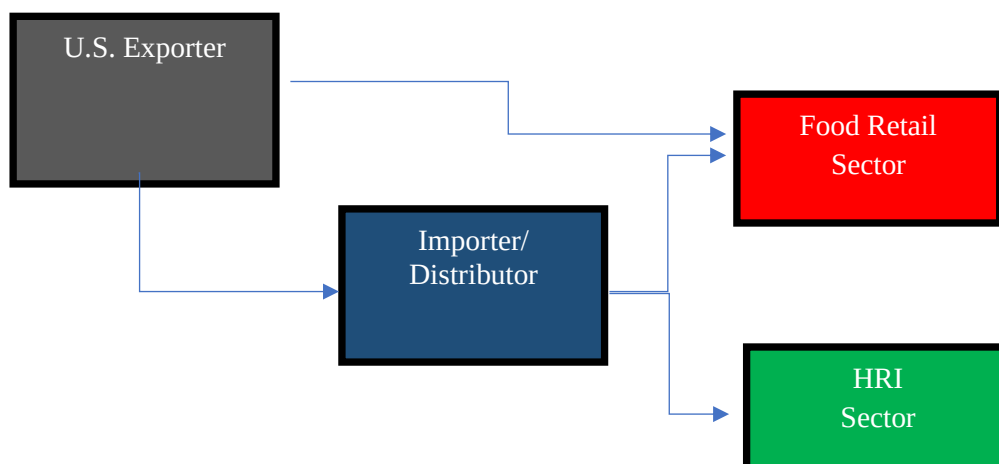
Section II: Road Map for Market Entry

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 significant contributor to the national economy, accounting for nearly 10 percent of GDP. The competitive landscape is increasingly characterized by the coexistence of modern and traditional formats rather than a straightforward substitution of one channel for another. Peruvian households are becoming increasingly multichannel, with supermarkets, discount stores, and convenience stores expanding their penetration while neighborhood bodegas and traditional markets remain central to everyday food purchases.

Modern food retailers recorded 7.4 percent sales growth in 2025, reaching nearly \$8 billion, while total food retail sales reached approximately \$26 billion. The supermarket segment remains highly concentrated, with the three leading operators, Supermercados Peruanos, Cencosud Peru, and Falabella, accounting for approximately 75 percent of supermarket retail value in 2025. Supermercados Peruanos operates Plaza Vea, Mass, Vivanda, and Makro; Cencosud operates Wong and Metro; and Falabella operates Hipermercados Tottus, Hiperbodegas Uno, and Superbodegas.

The major retail groups are increasingly deploying differentiated formats to address distinct income groups, shopping missions, and geographic markets. Smaller stores, discount formats, cash-and-carry operations, and convenience stores are complementing conventional supermarkets and hypermarkets. In response to competitive and economic pressures, the leading chains have increasingly prioritized staple food categories while expanding formats designed to serve more price-sensitive and lower-income consumers.

The expansion of smaller-format stores has been the predominant growth strategy in recent years, demonstrating that physical expansion remains an important driver of modern retail growth. Discount retail has emerged as one of the most dynamic segments of modern food retail. Mass, operated by Supermercados Peruanos, is the leading discounter, while the overall discount-store channel reached approximately 70 percent household penetration during the first half of 2026. The entry and expansion of competitors such as Tiendas 3A are intensifying competition around price, proximity, and basic food assortments. This trend is likely to remain an important driver of modern-channel expansion over the medium term.

Convenience retail is also expanding rapidly. There are now nearly 1,500 convenience stores nationwide, with Tambo and OXXO accounting for a significant share of recent store additions. Convenience stores increasingly compete with traditional bodegas by offering proximity, extended operating hours, ready-to-eat products, and small-basket purchases. Their expansion is therefore contributing to the gradual modernization of Peru's food retail landscape without displacing the traditional channel and foodservice.

Traditional retail remains the largest component of household food expenditure. Bodegas account for approximately 40 percent of food expenditure, while traditional markets represent approximately 30 percent. Traditional outlets continue to benefit from proximity, frequent purchasing patterns, access to fresh foods, and a strong presence outside Lima. At the same time, the channel is undergoing increasing digitalization, particularly through the rapid adoption of mobile payment platforms such as Yape and Plin. Traditional retail should therefore be viewed as a resilient and increasingly formalized channel rather than a declining segment.

Overall, Peru's food retail sector is moving toward a more diversified and multichannel structure. Traditional bodegas and markets will remain essential because of their scale, proximity, and geographic reach, while modern retail is expected to continue gaining penetration through discount stores, convenience stores, smaller supermarket formats, digital commerce, and expansion into provincial markets. For food suppliers, the principal opportunity is therefore not simply a shift from traditional to modern retail, but the development of channel-specific strategies that address different consumer missions, price points, and geographic markets.

Opportunities for U.S. Consumer-Oriented Products

U.S. consumer-oriented food products are primarily imported and distributed through modern retail channels, where retailers have greater capacity to introduce differentiated products and premium offerings. Continued growth in modern retail, particularly through new store formats and geographic expansion, creates opportunities for U.S. suppliers to capture additional market share. At the same time, the resilience of traditional retail means that distributors and importers with broad coverage can provide an important route to market beyond the major supermarket chains.

Several opportunities stand out for U.S. food suppliers:

Focused product strategies. The expansion of modern retail and changing consumer preferences are creating opportunities for differentiated U.S. food products, particularly those associated with convenience, quality, innovation, and distinctive attributes. Products with a clear value proposition and an identifiable point of differentiation are more likely to stand out in increasingly competitive retail environments.

Partnerships with modern retailers. Developing relationships with retailers that are expanding their store networks and introducing new formats can provide U.S. suppliers with access to growing distribution channels and greater visibility among Peruvian consumers. Retailer-specific promotions, in-store demonstrations, and targeted product introductions can also help build awareness and trial.

Convenience-oriented products. The rapid expansion of convenience stores creates opportunities for products suited to on-the-go consumption, smaller shopping baskets, and immediate consumption occasions. Beverages, snacks, ready-to-eat foods, and other convenient products may be particularly well positioned for this channel, provided they meet local price and pack-size expectations.

Opportunities in retail discount. The rapid expansion of hard-discount formats presents opportunities for U.S. suppliers, but the appropriate strategy will vary considerably by product category. Private label can be attractive for products where scale, competitive pricing, and consistent supply are the primary considerations. However, U.S. suppliers may also find opportunities for branded products with distinctive attributes that justify a price premium or provide retailers with meaningful differentiation.

Differentiation through U.S. origin and product attributes. For products where country of origin has consumer relevance, emphasizing U.S. origin can provide a point of differentiation. Distinctive U.S.-origin labeling, appropriate merchandising, and communication of attributes such as quality, safety, innovation, or product performance can help distinguish U.S. products from competing alternatives. This strategy is likely to be more relevant for differentiated or premium products than for highly price-sensitive commodity categories.

Omnichannel and regional expansion. As modern retailers expand beyond Lima and digital commerce becomes increasingly integrated into food purchasing, U.S. suppliers have opportunities to reach consumers through a combination of physical retail, e-commerce, and distributor networks. Regional expansion should be evaluated selectively, considering logistics, local purchasing power, and the availability of appropriate retail partners.

3. Company Profiles

Table 2: Profiles of Major Supermarkets Chains (2025).

Retailer	Ownership	Sales (\$MM)	Market Share (%)	# Outlets	Location
CENCOSUD	Chile	1,980	33	90	10 Provinces
Supermercados Peruanos	Peru	2,640	44	1,721	17 provinces
Hipermercados Tottus	Chile	1,380	23	90	11 Provinces

Source: FAS Lima

Table 3: Outlets by Major Supermarket Chains (2026)

Retailer	Type of Outlets	# Outlets
CENCOSUD	Supermarkets Wong	20
	Hyper Metro	70
Supermercados Peruanos	Vivanda	8
	Plaza Vea/ Plaza Vea Super	104
	Mass Stores	1,582
	Makro	27
Hipermercados Tottus	Hypermarkets	38
	Supermarket	20

	Hiper Bodega – Precio Uno	27
	Superbodegas	5

Source: FAS Lima

Table 4: Convenience Store – Most Important Brands

COMPANY	BRAND	#OUTLETS
Lindley Corporation	TAMBO+	800
FEMSA	OXXO	200
PRIMAX	Listo	180
REPSOL	Repshop	80
Grupo Romero	VIVA	39
Grupo Vega	Vega Market	47

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 2025, U.S. exports of food and agricultural products to Peru grew from \$526 million to \$945 million.

The United States is the largest supplier of U.S. consumer-oriented product exports, at \$386 million, accounting for 41 percent of U.S. food exports to Peru in 2025. 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	2025 \$MM	U.S. Market Share
210690	food preparations nesoi	1	298	20%
020714	chicken cuts and edible offalfrozen	2	119	32%
040221	Milk/Cream Conc. Nt Swt Pwd	3	116	31%

040210	Milk/Crm Cntd, Swt, Pwd, Gran	4	86	67%
210111	coffee extracts, essences and concentrates	5	74	1%
170490	sugar confectionarynot containing cocoa	6	68	3%
180690	cocoa preparations, not in bulk form	7	48	21%
230910	dog and cat food, put up for retail sale	8	48	19%
080810	apples, fresh	9	45	42%
190110	food preparations for infant use	10	42	1%
200410	potatoes (french fries), prepared or preserved	11	41	<1%
210112	coffee extracts, essen and conc / these extracts	12	40	<1%
220300	beer made from malt	13	39	1%
020230	meat of bovine animals, boneless, frozen	14	39	23%
020329	meat of swine, nesoi, frozen	15	37	8%
220421	wine of fresh grapes over 2L	16	36	2%
220299	other non-alcoholic beverages	17	35	29%
040590	fats and oils derived from milk	18	35	<1%
190590	bread, pastry, cakes, biscuits ans similar	19	34	6%
060220	edible fruit or nut trees	20	33	1%
210390	sauces and preparations	21	33	18%
180500	cocoa powder, not add sugar	22	28	<1%
110813	starch, potato	23	28	<1%
090611	cinnamon (cinnamomum zeylanicum blume)	24	27	<1%
020130	meat of bovine animals, bn, fsh, ch	25	27	37%
020629	offal of bovine animals, edible fz	26	26	15%
020712	meat and edible offal of chickens fz	27	25	<1%
190190	malt extract; food products of flour, meal,	28	25	7%
040690	cheese, inc. cheddar and colby	29	24	4%
220870	liqueurs and cordials	30	23	9%

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 33 percent. Argentina and Germany are the main competitors with 16 and 11 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 \$20 million in 2025 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 (\$62 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 11 and 9 percent of market share, respectively.

Red Meat (HS 0202; 0203): In 2025, the global beef and pork export market to Peru expanded by 18 percent, creating a highly competitive environment. The United States significantly increased its beef exports by 20 percent to \$12 million, though it was outpaced by Brazil, which emerged as the top supplier with \$13 million. In the pork sector, U.S. exports decreased to \$4 million due to growth of Brazilian exports that reached \$23 million, an increase of 28 percent with respect 2024. 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 remains as the second-largest beef and pork supplier to Peru, holding a 19 percent import market share. Brazil, with its dramatic increase in exports, remains the leading supplier, accounting for 43 percent of the total import market.

Poultry Meat (HS 0207): In 2025, Peru's overall poultry meat imports fell by 5 percent reaching \$157 million. The United States cemented its position as the second-largest poultry supplier, capturing a 25 percent market share, though it still trails far behind Brazil, which holds a dominant 65 percent. U.S. poultry meat exports to Peru decreased by 111 percent in 2025, largely due to contraction on demand for chicken cuts from retailers and foodservice sector. 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 8 percent in 2025, with a significant increase in the variety of products and suppliers. Argentina remains the largest supplier, holding a 50 percent market share, primarily supplying fruit juice. However, the Dominican Republic has successfully entered the market as a coconut juice supplier achieving \$2.3 million in sales for 2025 and becoming the second-largest supplier in this category. The U.S. lost track and decreased 60 percent mainly due to downward the mixture of juices category.

Bread, pastry, cookies (HS 1905): In 2025, 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, the category fell by 11 percent and main competitors as Colombia and Brazil did so decreasing in 8 and 23 percent respectively.

Sauces (HS 2103): U.S. exports accounts for 19 percent of share of the import market. China holds the first position with 20 percent. This category continues to grow and total imports grew 11 percent in 2025, reaching \$41 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 64 percent share of the import market. Despite of a slightly decreased of 3 percent of U.S. exports in 2025,

local re-packers preferred U.S. almonds quality which represents 99 percent of the category. The strongest competitor is Chile with 22 percent market share.

Soups & Broths (HS 2104): In 2025, the United States became the second largest supplier in Peru's imported soup and broth category, with \$1 million, accounting for 25 percent of total import share. South Korea regained terrain and exports grew 33 percent, situating as the primary and supplier in the category. 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