



**Euromonitor  
International**

# Appliances and Electronics Specialists in Peru

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth in appliances and electronics specialists driven by economic recovery but constrained by limited access to credit  
Conecta Retail SA maintains leadership through La Curacao and Tiendas Efe  
Coolbox emerges as the fastest-growing player in the sector

PROSPECTS AND OPPORTUNITIES

Limited growth expected due to economic improvement offset by restricted access to credit  
Financial constraints continue to impact credit availability for appliances and electronics purchases  
Expansion of physical stores remains a priority, with a focus on omnichannel integration

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New store openings drive growth across multiple categories  
E-commerce remains a key focus for retailers  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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