



Food and Beverage to Peru.

Trends and opportunities

The market

The Peruvian food and beverage sector is dominated by a few large companies who are upgrading their plants and products to compete with the quality of imports. **Production, packaging and storage equipment – particularly for bakeries and beverages – are in high demand.** The call for this type of equipment is being driven by an increasing trend for the two major supermarket chains to stock 'own brand' food items on the shelves.

High-quality imported food products have a market in Peru among the top socio-economic sector of the population, concentrated in Lima: A and B class consumers shop at supermarkets and gourmet stores, and eat meals at restaurants at least once a week.

The growing number of supermarkets in the capital reflects consumer shopping preferences, creating opportunities for Australian products. At present, 40 per cent of the food offered in supermarket chains is imported.

Socio-economic distribution is a key determinant of consumers' purchasing patterns:

- ✍ Ninety-two per cent of consumers in the top (A and B) levels purchase at supermarkets at least once a month.
- ✍ Traditional food markets are frequented by 'low' income socio-economic levels (C and D), where purchase decisions are based more on the price than brand name and the convenience of location.
- ✍ Traditional markets offer limited opportunity for sales of imported food products.
- ✍ In cities outside Lima the level of consumption of imported food is low as the majority of the high socio-economic level groups reside in Lima.
- ✍ Distributors generally supply locally produced products to retailers in cities outside Lima.

Opportunities

Among the products considered high value prospects for Australian food and beverage exporters include:

- ✍ ready-to-eat food
- ✍ canned food and fruits
- ✍ butter
- ✍ cheese
- ✍ snacks
- ✍ meat cuts
- ✍ small goods
- ✍ wine and champagne
- ✍ bulk commodities such as milk, butter and meat
- ✍ production and packaging equipment

Competitive environment

A variety of food products offered at the supermarket chains, hotels and restaurants are primarily imported from Chile, Argentina, Brazil, USA and Europe.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

(Last updated: February 2006)

Call Austrade on 13 28 78 or [Email us](#)
© 2006 Australian Trade Commission