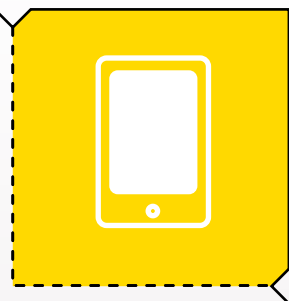


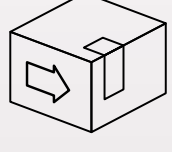
E-COMMERCE

GROWTH



ORIGIN : PERU

YEAR : 2020-2021

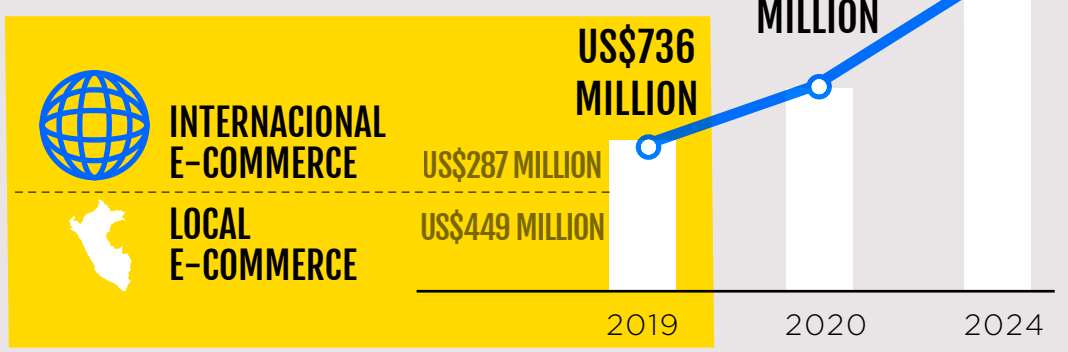


E-commerce has had an exponential growth worldwide as a consequence of the COVID-19 pandemic. This channel is strategic for Small and Medium Enterprises (SMEs) to get a faster access to international markets.

FOR EXPORT

TOP 5 E-COMMERCE CATEGORIES IN PERU

E-COMMERCE PROJECTION IN PERU BY 2024



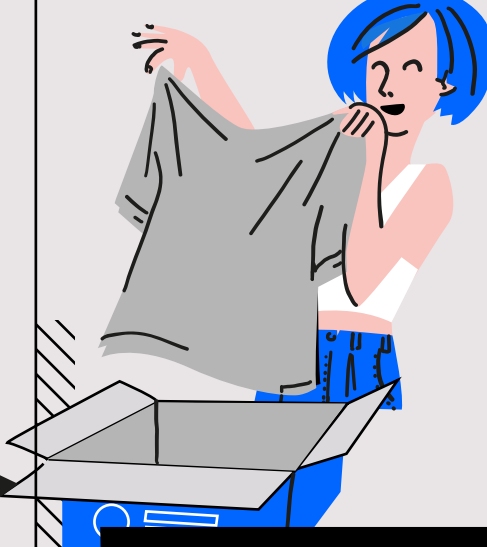
1 BROWN LINE HOME APPLIANCES

US\$190 MILLION



2 CLOTHING AND SPORTSWEAR

US\$98 MILLION



3 MULTIMEDIA PRODUCTS

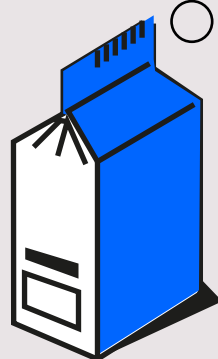
US\$72 MILLION



PERU MARKET PLACE

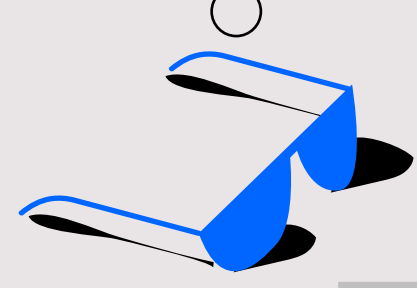
4 FOOD AND DRINKS

US\$70 MILLION



5 PERSONAL ACCESSORIES AND GLASSES

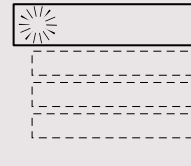
US\$ 39 MILLION



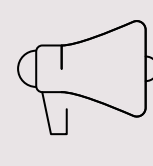
BENEFITS OF PERU MARKETPLACE



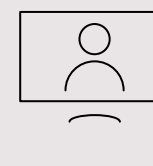
Virtual store featuring commercial information on its products.



Enterprise positioning in the most important search-engines.



International promotion, including digital marketing campaigns.



Virtual meetings with international buyers.



Constant advice on the management of the virtual store.

Digital channel designed to **promote and position the best Peruvian exports in the world**, as a part of PROMPERÚ's expanding abroad strategy.

<https://www.perumarketplace.com/>

E-COMMERCE IN LATIN AMERICA 2019

BROWN LINE HOME APPLIANCES

US\$8 738 MILLION

MULTIMEDIA PRODUCTS

US\$4 594 MILLION

CLOTHING

US\$4 401 MILLION

WHITE LINE APPLIANCES

US\$4 065 MILLION

FURNITURE

US\$2 475 MILLION

E-COMMERCE IN THE WORLD 2019

CLOTHING

US\$330 889 MILLION

BROWN LINE HOME APPLIANCES

US\$211 740 MILLION

MULTIMEDIA PRODUCTS

US\$187 837 MILLION

FOOD AND DRINKS

US\$151 595 MILLION

WHITE LINE APPLIANCES

US\$79 437 MILLION

