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Report Highlights:

U.S. origin food and agricultural product exports to Peru benefit significantly from the U.S.-Peru Trade Promotion Agreement. Despite Peru's 2016 economic slowdown, demand for U.S. consumer-oriented foods is forecast to exceed \$230 million by year's end. With a market share of almost 21 percent, the U.S. is a top supplier of consumer-oriented food products. Improving economic growth in 2017-19, will further stimulate demand.

Post:

Lima

Section I: Market Overview

For over a decade, Peru has been one of the world's top performing economies, registering sustained high growth accompanied by low inflation. However, Peru's economy has not been immune to the slowdown that Latin American countries have experienced since 2014. The fall in commodity prices (i.e., gold and copper) not only reduced export growth in these economies, but it also drastically dampened investment and prompted capital outflows that weakened currencies. The long-term outlook forecasts a rebound in investment and exports in Peru in 2017-2019, especially in the mining and construction sector.

Peru is a member of a number of bilateral and multilateral trade agreements that have opened new markets for its exports and increased demand for imported goods. This openness to international trade and Peru's growing middle class has transformed domestic food market channels. The number of Commercial Centers in Peru increased from seven in 2000 to 77 in 2016. Total 2016 sales in this sector are forecast at \$8 billion.

Among Peru's trade agreements is the U.S.-Peru Trade Promotion Agreement. U.S. origin food and agricultural product exports to Peru benefit significantly from the U.S.-Peru Trade Promotion Agreement. Despite Peru's 2016 economic slowdown, demand for U.S. consumer-oriented foods is forecast to exceed \$230 million by year's end. This is the second highest year in terms of value for this export category since the U.S.-Peru Trade Promotion Agreement's implementation in 2009. The U.S. with a market share of almost 21 percent is a top supplier of consumer-oriented food products. Improving economic growth in 2017-19, will further stimulate demand for U.S. origin product.

The food market is price-sensitive. The low penetration of supermarket chains in Peru (20 percent) can be seen as an opportunity and challenge for retailers. The traditional channel (80 percent market share), consisting of small independent grocers, targets a large consumer base of low and middle income consumers. They offer a good mix of low to medium priced brands in small packages to favor sales to people with small daily budgets. Proximity is also a highly weighted feature within this market segment. Food products aligned with consumers' preference for convenience, low prices, and daily purchases perform best in the market.

Table 1: Main Economic Indicators, Ecuador, Expenditure of GDP (Percentage)

Indicator	2013 Actual	2014 Actual	2015 Actual	2016* Forecast
Nominal GDP (\$ billions)	201.8	202.7	189	191
Real GDP Growth	5.8	2.4	3.3	4.0
Consumer Price Inflation	2.8	3.2	4.4	2.8
Imports of Goods and Services (\$ billions FOB)	\$44.0	\$42.6	\$36.9	\$39.8
Private Consumption (% real change)	5.3	4.1	3.6	3.5
Public Sector Consumption (% real change)	6.8	9.9	6.9	6.0
Exports of Goods and Services % Growth)	-1.3	-0.8	3.5	6.9
Unemployment Rate	6.5	6.2	6.1	5.9

Sources: Central Bank (BCRP), National Statistics Institute, Central Intelligence Agency, FAS Lima office research.

Lima, with one third of Peru's population of 31 million, is the largest market in the country. However, strong demand in the interior of the country is driving the expansion of shopping centers to secondary

cities.

General and Agricultural Export-Import Trade Situation

U.S.-Peru bilateral food and agricultural products trade in 2016 (January-October) totaled \$2.6 billion, up \$200 million or about eight percent compared to the same period in 2015. The [U.S.-Peru Trade Promotion Agreement](#) has been instrumental in boosting bilateral trade in food and agricultural products between the United States and Peru. Five years after entering into force (February 1, 2009), trade between the two partners reached record highs. From 2009 to 2015, bilateral food and agricultural products trade jumped from \$1.4 billion to \$3.1 billion – a 121 percent increase. From 2009 to 2015, U.S. exports of food and agricultural products to Peru jumped from \$530.3 million to \$1.28 billion – a 142 percent increase.

U.S. food and agricultural product exports to Peru are estimated to reach \$1.3 billion by the end of 2016, a 14 percent change from 2015 levels. The U.S.-Peru Trade Promotion Agreement strengthens U.S. origin food and agricultural products' competitiveness within the Peruvian market. High-end consumers are familiar with the quality of U.S. products. FAS Lima foresees exports of U.S. origin consumer-oriented products to Peru becoming as important as U.S. bulk commodity exports in the next few years.

Peru provides preferential tariff treatment to fellow Andean Community (CAN) members Bolivia, Colombia, and Ecuador, as well as to Mexico, Paraguay, Argentina, Brazil, Uruguay, and Cuba. The U.S. remains as the largest agricultural product supplier to Peru accounting for 30 percent of market share, followed by Chile with 9.5 percent.

Advantages and Challenges Facing U.S. Products in Peru

Advantages	Challenges
<ul style="list-style-type: none"> The U.S.-Peru Trade Promotion Agreement grants duty-free access to two-thirds of all U.S.-origin food and agricultural products, including high-value food products. An active supermarket industry that is promoting increased demand for high-value food products. Growth of new supermarket outlets in Lima's suburbs of Lima and other cities. Appreciation for U.S. food quality and culture. Perception of modern retail outlets as cleaner, convenient and time saving. Increased health consciousness among the Peruvian population. Middle-class expansion. 	<ul style="list-style-type: none"> Consumers prefer to buy fresh produce in traditional markets. Supermarkets, the main source of imported food products, account for only 30 percent of the retail food market share in Lima and 12 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. Lack of brand awareness among some consumers. Government organized food promotion campaign called "Buy Peruvian." Traditional markets dominate retail sales in secondary cities. Domestic producers manufacture more affordable products according to local taste preferences.

Section II: Exporter Business Tips

The Peruvian market is complex and constantly evolving due to the low penetration of modern food retail channels. FAS Lima recommends that U.S. suppliers seeking entry into this market conduct thorough preliminary research to determine if there is a potential market for their products. The research should cover key marketing and regulatory issues including consumption trends, size of the market (imports), major distribution channels, current import tariff and local tax structure, and also government regulations and standards. Current U.S. suppliers should also consider consultations with importing partners to determine if any change of marketing strategies for existing products is needed.

Given the level of quality and packaging of U.S. consumer oriented food products the suitable channel for them is through supermarket chains. Supermarkets target mainly middle and upper income consumers. FAS Lima recommends that exporters of U.S. food and agricultural products contact large importers, wholesalers/distributors or supermarkets directly. Exporters should approach gas marts, small independent grocery stores (bodegas), and convenience stores through local importers/wholesalers/distributors. Importers generally purchase based on price and quality. There exists, however, niche markets for high value products for upper income consumers, where pricing is not necessarily a concern.

Be diligent in selecting an agent or a representative. Visits to Peru and face-to-face meetings here are highly recommended. Conduct a background check of the prospective partner before signing permanent contractual arrangements. The local partner selected should provide information on consumer trends, identify niche markets, market development activities, and business practices.

Road Map for Market Entry

FAS Lima recommends that U.S. exporters consider the following steps:

- Identify the distribution channel that will best fit the export company's market strategy.
- Depending of the channel chosen, identify a strategic import partner.
- Obtain the sanitary registration either directly or through a local partner.
- Request import permits as required.
- Forward to the import partner copies of customs clearance documentation prior to shipment.
- Provide ongoing support to the importer to help build consumer demand.

Food Standards and Regulations

Sanitary inspection, food registration, packaging and control regulations for food and beverages are contained in Supreme Decree No. 007-98-SA (September 25, 1998). The Ministry of Health's Directorate General for Environmental Health ([Dirección General de Salud Ambiental](#) - DIGESA) is the U.S. Food and Drug Administration's (FDA) counterpart; it regulates the registration and supervision of domestic and imported processed foods and beverages.

The Ministry of Agriculture's National Plant and Animal Health Service ([Servicio Nacional de Sanidad y Calidad Agro-Alimentaria](#) - SENASA) develops and implements Peru's sanitary and phytosanitary regulations. SENASA's U.S. counterparts are the Animal and Plant Health Inspection Service (APHIS) and the Food Safety and Inspection Service (FSIS). The National Quality Control Institute (INACAL) is the competent authority on standardization, accreditation, and metrology.

General Import and Inspection Procedures

To clear Peruvian Customs (SUNAT), imports must be accompanied by a Unique Customs Declaration (DUA), a commercial invoice, an airway bill or bill of lading, a packing list, and an insurance letter. Imports must also be accompanied by a DIGESA food sanitary registration for processed food products. For animals, plants, or their by-products a health certificate is required.

The customs agent transmits the DUA electronically to SUNAT, which assigns a level of customs clearance control. SUNAT channels imports along a green, orange, or red lane. The green lane permits entry of the product upon payment of duties. The orange lane requires additional documentation review. The red lane requires both a document review and physical inspection.

Food and Beverage Sanitary Registration

The registration process must be initiated by a SUNAT registered company, in possession of a valid tax identification number (RUC). DIGESA registration information must be uploaded to the VUCE website ([Ventanilla Unica de Comercio Exterior](#)). This site handles formalities for goods transiting, entering, or leaving Peru. Requirements include:

- Simplified Trade System Form (SUCE - *Solicitud Unica de Comercio Exterior*) must be filled

out on the [VUCE website](#)

- A physical/chemical and microbiological quality analysis from the manufacturer's quality control laboratory or by a laboratory in Peru accredited by INACAL or any other international accreditation entity recognized by the International Laboratory Accreditation Cooperation or the Inter-American Accreditation Cooperation
- Bromatological analysis results issued by a laboratory accredited by INACAL or any other international accreditation entity recognized by the International Laboratory Accreditation Cooperation or the Inter American Accreditation Cooperation
- List of ingredients and quantitative compositional analysis of food additives, identified by their generic name and international numeric reference (SIN Code)
- Conservation and storing conditions
- Information about the packaging indicating the type and material used
- Lifetime information of the product under normal conservation and storing conditions
- Identification system of the production batch
- Labeling information
- Payment of administrative fees

Along with the signed application form, the importer needs to present the certificate of free sale and use. The certificate is requested by the supplier; normally it is issued by a state's Department of Agriculture or a local chamber of commerce. The label must comply with local regulations (see Section II - Labeling Requirements) and the registration receipt must be presented. All documentation must not be older than one year. A Spanish language translation of the documentation must be attached. For additional information, see our FAIRS – Food and Agricultural Import Regulations and Standards Narrative Country Report 2016.

Certificates for Animals, Plants, and By-Products

Prior to shipment, an import permit must be obtained from SENASA. A copy of the permit needs to be forwarded to the exporter. The exporter must provide the importer with an official health certificate from the country of origin. SENASA port inspectors verify compliance with import requirements. For new to market animal and plant products, a risk assessment must be carried out in accordance with the Andean Community, World Trade Organization (WTO), Codex *alimentarius* (CODEX), or World Organization for Animal Health (OIE) recommendations, as well as per the sanitary requirements of the exporting country.

Certificates for animals, plants, and their by-products must be error free, contain no pen or ink changes, or have any other type of amendments. If applicable the product must be packaged in food safe packaging, labeled in accordance with U.S. regulations. The product must identify its content, net weight, and the facility where it was produced. USDA's Animal and Plant Health Inspection Service (APHIS) issues sanitary and phytosanitary certificates for animals, plants, and their by-products. USDA's Food Safety and Inspection Service (FSIS) will certify meat and meat by-products, while the Agricultural Marketing Service (AMS) issues certifications for U.S. dairy products.

Labeling Requirements

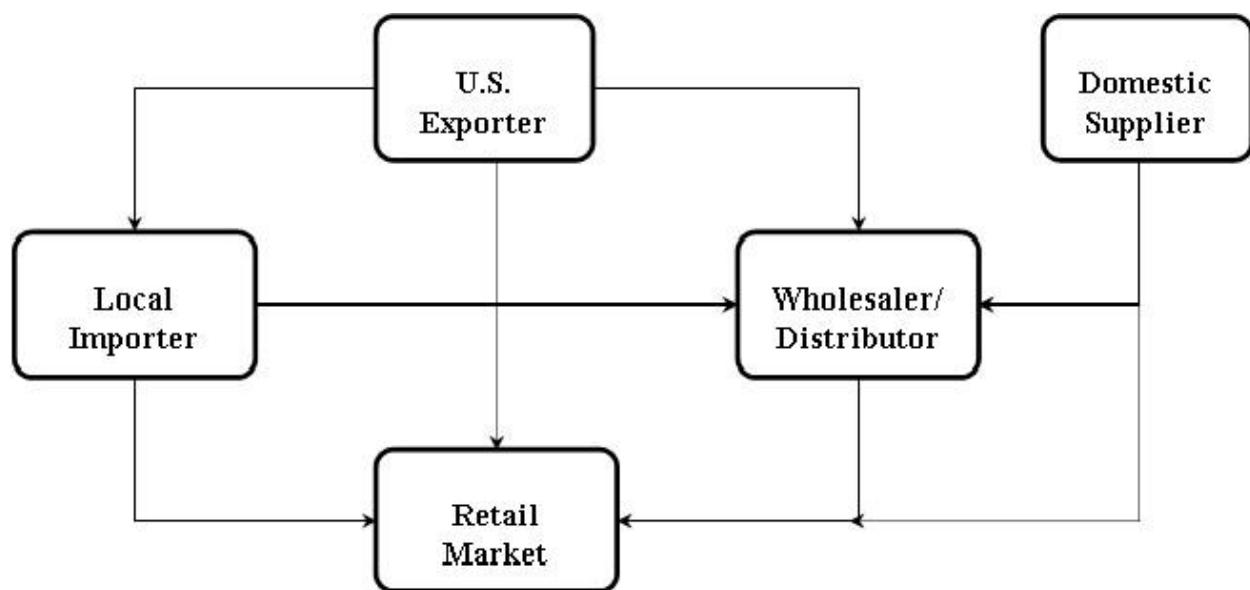
All food and beverage products packaged for sale must be labeled in accordance with the provisions established in INDECOP's Peruvian Metrological Standards NMP 001:2014 – PACKED PRODUCTS

LABELING, as well as per article 117 of Supreme Decree 007-98-SA. An adhesive Spanish language label needs to be applied before an imported product reaches the point-of-sale. A Spanish language translation of the label must include the importer/distributor's contact information.

Peru's [Manufactured Products Labeling Law 28,405](#) (November 30, 2004) requires labeling for all value-added products. [Supreme Decree 020-2005-PRODUCE](#) lists the products subject to this law; the list is subject to periodic revision. Non-compliant value-added products must be properly relabeled prior to customs clearance. For additional information, see our FAIRS – Food and Agricultural Import Regulations and Standards Narrative Country Report 2016.

Section III: Market Sector Structure and Trends

Market Structure



- Major supermarket chains are forceful negotiators.
- Supermarket suppliers supply a wide range of products.
- Major food importers/distributors supply all major supermarket chains and provincial retailers.
- Major supermarket chains will request product exclusivity.
- Food products are often imported in consolidated containers.
- Major supermarket chains import high-end products directly to earn higher margins.
- Distributors and wholesalers conduct frequent in-store promotional activities, assigning their own support personnel in each store.

Retail Food Sector

FAS Lima forecasts Peru's demand for imported food and agricultural products to remain strong in the coming years. Improving economic growth during 2017-19 will stimulate continued demand for U.S. origin products. FAS Lima also forecasts that total 2016 retail food sales will reach \$21.9 billion, of which \$3.7 billion or about 17 percent will be supermarket sales. Domestic consumption will benefit in

the medium term from government stimulus measures seeking to boost consumer spending and maintain investor confidence.

Peru's food retail market is comprised of both conventional supermarkets and traditional channels, such as wet markets and independent grocery stores. While the traditional channel holds approximately 80 percent of market share, the modern channel has experienced higher growth in recent years. In 2016, conventional supermarket chain growth is projected at 4.0 percent. While this is 2.0 percent lower than in 2015, conventional supermarkets are still reporting profits as a result of the maturity of outlets open towards the end of 2015 and early 2016 and an aggressive discounting campaign to encourage sales. The market includes 256 conventional supermarkets and superstores, with 167 alone in Lima.

Best prospects for U.S. exporters within the consumer-oriented category resides with snack foods, fruit and vegetable juices, fresh fruit (i.e., strawberries, pears, apples, and grapes), canned fruits and vegetables, and frozen products. Dairy products (especially cheese), beef and beef by-products, poultry meat and by-products, pet food, wine, and distilled spirits also possess strong possibilities.

Food Processing Sector

Peru's food processing industry is a dynamic sector of the national economy. U.S. origin food processing ingredient exports to Peru are forecast at \$238 million in 2016. Peruvian government stimulus measures are forecast to spur domestic consumption and growth in the sector, despite the overall economic slowdown. Key players include Grupo Gloria, ALICORP, and San Fernando. There are some 3,000 companies in Peru engaged in food processing. The largest food processors are reporting 2016 sales of \$23.2 billion.

The growth of Peru's food processing sector is directly associated with the development of the food retail and food service sectors. It is expected that the improving economy will cause these sectors to rebound from recent slowdowns. As supermarket and hypermarket operators continue to expand their networks throughout the country, they will likely also expand their private label ranges into new categories. The two criteria retailers use when looking to launch new products are quick rotation and profit per unit. Retailers have the advantage of being able to give their private label lines a good shelf positioning and to promote these products through company magazines, catalogues, and web pages.

Local food manufacturers have tapped into consumers' demand for quality at affordable prices. Food manufacturers source both domestic and imported product ingredients for their food product manufacturers. They are successfully tailoring product to consumers' demand for healthier food products. Some manufacturers are now producing food products for distribution through vending machines to meet time-starved consumers' demand for a quick fix. Some larger processors already import directly from the United States and small processors still rely on local distributors to import their ingredients.

HRI Food Service Sector

Peru's food service sector growth is driven by the international recognition of its gastronomy. In 2016, the World Travel Awards named the country the [World's Leading Culinary Destination](#) for the fifth year in row. Peru's government and private sector capitalize on this recognition, using it for

international advertising. An increase of the number of restaurants occurred in recent years is the result of this popularity. FAS Lima forecasts Peru's hotel-restaurant-institutional (HRI) sector grossing \$8 billion in 2016, a 2.5 percent increased with respect to last year. This is based on a higher influx of international tourists seeking to taste Peruvian gastronomy. Casual dining restaurants accounts for 30 percent of total restaurant sales.

The National Statistics Institute (INEI) reports that 33 percent of consumer's food expenditures today are allocated towards restaurant meals. Demand for restaurant meals is forcing the foodservice category to become more competitive. Roughly 14,000 restaurants open yearly. The Ministry of Foreign Trade and Tourism (MINCETUR) estimates that there are 200,000 full service restaurants in Peru. Lima alone has 66,000 restaurants.

The best prospects for U.S. origin food products reside in supplying high-end hotels and restaurants. Casual dining, family-style restaurants, coffee shops, and fast food chains (averaging eight percent growth over the past five years), also possess good possibilities.

Section IV: Best High-Value Product Prospects

Best Consumer-Oriented Product Prospects

Product/ Product Category	2016 Market Size est.	2016 Imports	2010-15 Average Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for USA
Cheese (HS 0406)	28,950 MT	4,923 MT \$26 million	14%	0406.10, 0406.20, and 0406.40: 0% 0406.30 and 0406.90: 0%	- Competitors: Argentina (17 percent) and Netherlands (5 percent) - Strong preference for EU cheese in high-end HRI and Retail Food Sectors.	- U.S. cheeses are used in the food processing sector, but have potential in the HRI and Retail Food Sectors. - The United States is the main supplier, with a market share of 48 percent (18 percent growth). - PTPA: 17 years linear; 2,500 MT quotas with 12 percent increase per annum.
Confectionary – Non Chocolate (HS 1704)	29,000 MT	17,458 MT \$46 million	13%	0%	- Competitors: Mexico (29 percent), Brazil (25 percent) and Colombia (24 percent) - Strong local competition (Major owners are foreign companies).	- Total imports from the U.S. is estimated at \$1.0 million in 2016. This is three percent of total world imports.
Confectionary – chocolate (HS 1806)	22,500 MT	5,850 MT \$25 million	15%	0%	- Chile is the largest supplier (21 percent of market share). - Local industry is competitive.	- The U.S.'s strength is in chocolate for the retail sector. The U.S. holds a 19 percent of market share.

Food Preparations (HS 2106.90)	N/A	24,000 MT \$220 million	18%	0%	Local production is strong. ALICORP is the main competitor. Foreign companies are present in Peru.	- The U.S. is the largest supplier and holds 20 percent of market share. - In 2016 imports from the U.S. are forecast to grow 8 percent.
Prime and Choice Beef (HS 0202.30)	Total Beef and Offal Market: 296,782 MT	1,700 MT \$10 million	22%	0%	- Competition with quality beef cuts from Uruguay, Paraguay and Bolivia	- Consumers' increased purchasing power is driving demand for high quality U.S. beef. - The U.S. holds 39 percent market share of imported beef.
Edible Beef Offal (Liver) (HS 0206.22)	14,000 MT	4,420 MT \$5.4 million	0%	0%	Local production covers most of the market	- The United States holds 67 percent of import market.
Fruit & Vegetable Juices (HS 2009)	N/A	51,730 hl \$8.6 million	62%	0%	- Chile is the second largest supplier with a 2016 import market share of 24 percent. Main flavors that it supplies are apple and grape.	U.S. is the largest supplier holding almost 34 of market share.
Pet Foods (HS 2309.10)	46,000 MT	23,200 MT \$28.1 million	15%	0%	- Growing local pet food industry. - Informal industry. - Major competitors: Argentina (30 percent), Brazil (21 percent) and Colombia (13 percent)	- The U.S. holds a 27 percent import market share.
Turkey (HS 0207.27)	36,000 MT	10,670 MT \$15.4 million	16%	0%	- Major exporter is Brazil (63 percent) - Local poultry industry is strong.	- Peruvians are major consumers of turkey during the Christmas and New Year's holidays. - The food retail sector is growing in Lima and in the interior. - USAPEEC has initiated a market penetration plan. - U.S. holds 33 percent of import market share.
Poultry Meat Cuts (HS 0207.14)	2.4 Million MT	27.100 MT \$23.4 million	75%	TRQ: 20,566 MT 0%	- Strong local competition. - Frozen presentation is not common. - Brazil is the second largest supplier (29 percent)	- Peru is a major poultry consumer. - TRQ: 6 percent increase per annum. Active presence of USAPEEC in the region.
Bread, pastry, cookies (HS 1905)	N/A	10,536 MT \$246 Million	14%	0%	- Colombia with a 21 percent import market share is the main supplier. - Strong local competition.	- The U.S. holds 8 percent of import market share. Frozen presentation is becoming attractive for HRI and Food Retail.

Soups & Broths (HS 2104)	N/A	1,047 MT \$2.5 million	1%	0%	- Strong local competition. - Chile is the largest supplier (32 percent)	- The U.S. is the second largest supplier in this category holding 30 percent of import market share
Sauces (HS 2103)	N/A	7,663 MT \$16.6million	16%	0%	- Strong local competition.	- U.S. imports are projected to grow 33 percent in 2016 and is the major import supplier in this category, holding 33 percent of import market share.
Nuts and almonds (HS 0802)	N/A	1,399 MT \$10.1 million	26%	0%	- Chile is very competitive in almond and walnut production. Holds 37 percent of market share	- Importers recognize that U.S. quality of nuts and almonds is better than competitors. - U.S. exports are expected to grow 10 percent in 2016. U.S. became largest supplier holding 62 percent of import market share.
Wine (HS 2204)	47 million liters	8.5 million liters \$31.2 million	13%	0%	- Argentina (40 percent), Chile (31 percent), and Spain (14 percent). - Small niche market for U.S. wines	- Niche market for quality wines. - Peru's wine consumption is growing to 1.5 liters / person. - HRI sector is growing and demanding high value products.

Note: HS = Harmonized Tariff System. TRQ = Tariff Rate Quota, on a first-come first-serve basis.

Sources: World Trade Atlas, FAS Lima office research, Office of the U.S. Trade Representative (USTR), Ministry of Agriculture, Gestión and El Comercio (Peru) Newspapers.

Section V: Key Contacts and Further Information

U.S. Embassy Lima, Foreign Agricultural Service (FAS) Office of Agricultural Affairs

Mailing Address: FAS OAA Lima, Unit 3785, DPO, AA 34031

Phone: (511) 434-3042 | Fax: (511) 434-3043 | E-mail: Aglima@usda.gov

For additional information, see www.fas.usda.gov. See also to our Food and Agricultural Import Regulations and Standards (FAIRS) reports, FAIRS Export Certificate, Food Processing Ingredients Sector, and HRI Food Service Sector GAIN reports.

Trade Associations

American Chamber of Commerce Peru – Executive Director: Aldo Defilippi

Address: Av. Ricardo Palma 836, Miraflores, Lima 18

Phone: (511) 705-8000 | Fax: (511) 241-0709 | www.amcham.org.pe

National Society of Industries (SNI) – President: Andreas von Wedemeyer

Address: Los Laureles 365, San Isidro - Lima 27

Phone: (511) 616-4444 | Fax: (511) 616-4433 | www.sni.org.pe

Hotel and Restaurant Association (AHORA) – President: Jose M. Gamarra
Address: Av. Benavides 881, Miraflores, Lima 18 1 Phone: (511) 444-4303 1 Fax: (511) 444-7825 1 E-mail: ahora@ahora-peru.com 1 www.ahora-peru.com

Ministries and Government Agencies

Ministry of Agriculture (MINAG) – Minister: Mr. Jose Manuel Hernandez
Address: Av. La Universidad N° 200 – La Molina
Phone: (511) 613-5800 1 Fax: (511) 711-3700 1 www.minag.gob.pe

National Agricultural Sanitary and Phytosanitary Service (SENASA) – Director: Jorge Barrenechea
Address: Av. La Molina 1915 – Lima 12
Phone: (511) 313-3300 1 Fax: (511) 340-1486 1 www.senasa.gob.pe

General Environmental Health Bureau (DIGESA) – Director: Mrs. Mirtha Trujillo
Address: Las Amapolas 350, Urbanización San Eugenio - Lima 14
Phone: (511) 442-8353 1 Fax: (511) 422-6404 1 www.digesa.minsa.gob.pe

Customs (SUNAT) – Superintendent: Mr. Victor Shiguiyama
Address: Av. Garcilazo de la Vega 1472 – Lima 1
Phone: (511) 315-3300 1 Fax: (511) 315-3318 1 www.aduanet.gob.pe

National Institute for the Defense of Competition and for the Protection of the Intellectual Property (INDECOPI) – President: Mr. Ivo Gagliufi
Address: Calle de la Prosa 138 - San Borja 1 Phone: (511) 224-7800 1 Fax: (511) 224-0348 1
www.indecopi.gob.pe

APPENDIX - STATISTICS

Table A: Key Trade and Demographic Information (2015)

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	\$4.28 billion/ 30%
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	\$1.22 billion/ 19%
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	\$274 million/ 0.2%
Total Population (Millions) / Annual Growth Rate (%)	31.5 million/ 1.1%
Urban Population (Millions) / Annual Growth Rate (%)	20.1/ 1.7%
Number of Major Metropolitan Areas	Ten Metropolitan Areas Lima (Capital) 9.8 million
Size of the Middle Class (Millions) / Growth Rate (%)	17 million/ 1.9%
Per Capita Gross Domestic Product (U.S. Dollars)	\$11,672 PPP
Unemployment Rate (%)	4.6%
Per Capita Food Expenditures (U.S. Dollars)	\$1,532
Percent of Female Population Employed	44%
Exchange Rate (Jan-Oct 2015)	\$1:00 = S/. 3.37

Sources: FAS-UNTrade, Economist Intelligence Unit, Peru INEI (Instituto Nacional de Estadísticas e Informática), Peruvian Association of Market Research Companies, Central Intelligence Agency, USDA-Economic Research Service, World Bank, FAS Lima office research.

Table B: Consumer Food and Edible Fishery Product Imports (2015)

Peru Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S Market Share		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
CONSUMER-ORIENTED AGRICULTURAL TOTAL	1,137	1,274	1,219	207	241	232	18	19	19
Snack Foods (Excl. Nuts)	81	81	81	6	5	5	7	6	7
Breakfast Cereals & Pancake Mix	28	27	29	1	1	1	3	2	2
Red Meats, Fresh/Chilled/Frozen	68	72	80	28	28	30	41	39	38
Red Meats, Prepared/Preserved	7	8	8	1	2	2	14	20	22
Poultry Meat	47	43	41	13	10	8	27	23	19
Dairy Products (Excl. Cheese)	193	286	184	44	46	36	23	16	20
Cheese	23	24	25	10	12	12	42	47	48
Eggs & Products	2	2	2	2	1	2	94	53	90
Fresh Fruit	68	69	72	14	12	12	20	17	17
Fresh Vegetables	0	0	0	0	0	0	0	0	0
Processed Fruit & Vegetables	108	111	104	13	15	13	12	14	13
Fruit & Vegetable Juices	6	11	7	2	9	3	39	79	47
Tree Nuts	11	14	17	4	7	6	34	47	33
Wine & Beer	43	44	42	1	2	3	2	4	7
Nursery Products & Cut Flowers	14	18	21	2	6	8	13	33	37
Pet Foods (Dog & Cat Food)	23	22	26	6	5	8	26	24	29
Other Consumer-Oriented Products	416	440	481	62	82	84	15	19	18
FISH & SEAFOOD PRODUCTS	202	176	274	1	3	1	0	2	0
Salmon	3	2	3	0	0	0	0	0	0
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	7	11	64	0	0	0	0	0	0
Groundfish & Flatfish	37	34	59	0	0	0	0	0	0
Molluscs	2	3	1	1	1	0	47	40	25
Other Fishery Products	153	126	147	0	2	0	0	1	0
AGRICULTURAL PRODUCTS TOTAL	4,375	4,581	4,276	757	1,109	1,265	17	24	30
AGRICULTURAL, FISH & FORESTRY TOTAL	4,842	5,024	4,795	775	1,133	1,280	16	23	27

OBS: Based on latest full calendar year (January-December) data.

Source: World Trade Atlas, FAS Lima office research.

Table C: Top 15 Suppliers of Consumer Foods and Edible Fishery Products (2014)

	CONSUMER - ORIENTED AGRICULTURAL IMPORTS			FISH & SEAFOOD PRODUCTS			
	\$1,000	2013	2014	2015	\$1,000	2013	2014
Chile	248,283	235,049	233,672	Ecuador	69,398	43,260	64,260
United States	206,176	241,465	232,119	Chile	37,580	33,756	57,581
New Zealand	74,613	120,739	94,484	Thailand	28,297	35,959	54,423
Mexico	58,156	58,920	81,143	Argentina	5,277	6,699	15,106
Brazil	63,193	70,696	76,597	China	11,751	14,203	9,398
Argentina	76,872	70,814	71,150	Peru	424	4,012	7,375
Colombia	93,803	87,630	70,498	New Zealand	1,465	2,282	6,024
Netherlands	23,834	34,908	35,650	Vietnam	7,252	8,753	6,021
Spain	32,037	28,319	31,599	International Waters	13,975	8,329	6,003
Bolivia	42,211	56,469	29,939	Philippines	-	813	3,907
China	13,849	18,730	18,910	Brazil	335	1,916	1,688
Denmark	19,238	21,225	17,786	Spain	235	2,932	1,543
Italy	15,212	17,706	17,191	Panama	2,402	761	1,347
Ecuador	17,979	14,425	15,337	Uruguay	345	697	581
France	11,140	12,882	14,614	United States	974	2,815	528
Others	144,422	187,253	178,707	Others	22,582	8,833	1,938
World	1,141,020	1,277,229	1,219,396	World	202,293	176,019	237,724

OBS: Based on latest full calendar year (January-December) data.

Source: World Trade Atlas, FAS Lima office research.