

**ENCUESTA**

# **PERÚ TOP BRANDS 2024**

Perú, agosto 2024



**PERÚ**  
**TOP BRANDS**  
**2024**

# FICHA TÉCNICA

## OBJETIVO

Obtener información sobre cuáles son las mejores marcas comerciales en el Perú, entre profesionales de universidades e institutos, hombres y mujeres residentes en Lima y regiones del Perú.

## METODOLOGÍA

Investigación cuantitativa mediante la técnica de la encuesta no muestral por Internet.

## POBLACIÓN

Hombres y mujeres de 18 años a más, residentes en Lima y regiones del Perú, con acceso a Internet.

## MUESTRA

672 profesionales de universidades e institutos.

## CAMPO

Por Internet, mediante el uso de la plataforma digital SurveyMonkey, del 2 de mayo al 9 de junio 2024.

## PREGUNTA GENERAL

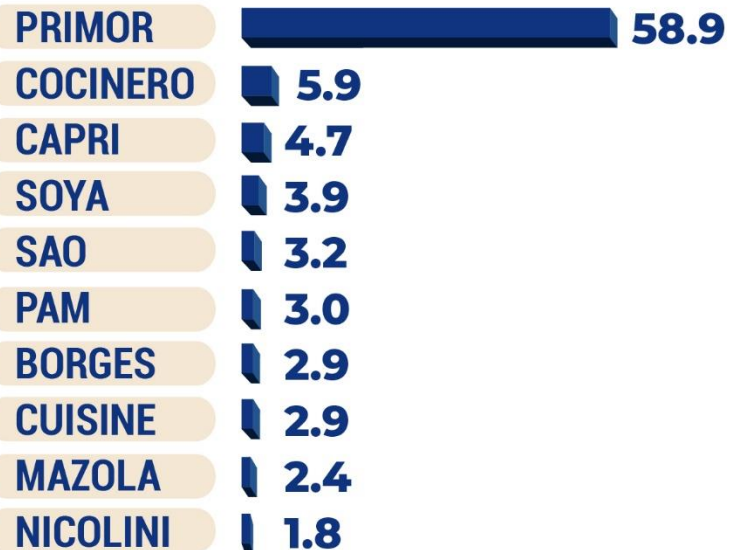
De acuerdo a lo que usted conoce o ha escuchado, ¿cuál es la mejor marca en cada una de las siguientes categorías?

# ALIMENTOS

# ALIMENTOS / ACEITES DE COCINA



**PRIMOR**





# 1. ALIMENTOS / ACEITES DE COCINA

## 1. ALIMENTOS / ACEITES DE COCINA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Primor	50.9	<b>58.9</b>	57.9	61.5	70.6	60.1	55.6	59.3	58.1
Cocinero	7.6	<b>5.9</b>	6.8	3.6	7.8	6.1	5.2	5.5	5.8
Capri	2.8	<b>4.7</b>	4.9	4.1	2.0	4.9	4.9	3.6	12.8
Soya	1.9	<b>3.9</b>	3.8	4.1	0.0	3.7	4.9	3.8	5.8
Sao	3.7	<b>3.2</b>	3.0	3.6	7.8	1.8	3.8	3.4	2.3
Pam	1.8	<b>3.0</b>	2.6	4.1	3.9	3.1	2.8	3.6	0.0
Borges	3.2	<b>2.9</b>	3.0	2.6	2.0	2.8	3.1	3.0	1.2
Cuisine	1.2	<b>2.9</b>	3.4	1.5	3.9	2.5	3.1	3.2	1.2
Mazola	0.0	<b>2.4</b>	1.9	3.6	0.0	2.1	3.1	2.5	0.0
Nicolini	2.3	<b>1.8</b>	2.3	0.5	2.0	1.2	2.4	1.8	0.0
Otras marcas	18.9	<b>5.4</b>	5.1	6.2	0.0	6.7	4.9	5.5	5.8
Ninguna / NC	5.7	<b>5.1</b>	5.3	4.6	0.0	4.9	6.3	4.8	7.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / ACEITES DE OLIVA



EL OLIVAR 43.6



CARBONELL 16.9



OLIVOS DEL SUR 12.2

ALAMEIN 5.6

LA ESPAÑOLA 5.6

BORGES 4.6

FILIPPO BERIO 3.2

VALDEPORRES 1.4

CUISINE 1.1

ZUCCARDI 1.1

## 2. ALIMENTOS / ACEITES DE OLIVA

### 2. ALIMENTOS / ACEITES DE OLIVA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
El Olivar	45.4	<b>43.6</b>	46.1	37.5	58.0	44.0	40.6	43.7	50.6
Carbonell	13.3	<b>16.9</b>	15.7	19.8	4.0	15.7	20.5	17.6	8.2
Olivos del Sur	9.4	<b>12.2</b>	10.6	16.1	20.0	15.1	7.6	10.2	22.4
Alamein	4.9	<b>5.6</b>	7.1	2.1	6.0	0.9	10.8	5.4	4.7
La Española	3.5	<b>5.6</b>	5.0	7.3	0.0	5.7	6.6	6.0	3.5
Borges	3.2	<b>4.6</b>	3.9	6.3	6.0	5.7	3.1	5.1	0.0
Filippo Berio	3.5	<b>3.2</b>	2.6	4.7	2.0	3.5	3.1	3.6	1.2
Valdeporres	1.1	<b>1.4</b>	1.5	1.0	0.0	1.9	1.0	1.5	1.2
Cuisine	1.1	<b>1.1</b>	1.3	0.5	0.0	1.3	1.0	1.1	1.2
Zuccardi	0.0	<b>1.1</b>	1.3	0.5	2.0	1.6	0.3	1.3	0.0
Otras marcas	2.0	<b>1.5</b>	1.7	1.0	0.0	0.6	2.8	1.6	1.2
Ninguna / NC	12.7	<b>3.2</b>	3.2	3.1	2.0	4.1	2.4	2.9	5.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / ARROZ



COSTEÑO 41.7

FARAÓN 22.3

VALLE NORTE 10.7

PAISANA 8.9



MOLINO ROJO 2.3

PACASMAYO 2.0

CUISINE 1.4



GRAN CHALÁN 1.2

TESORO DEL CAMPO 1.2

WONG 1.2

### 3. ALIMENTOS / ARROZ

#### 3. ALIMENTOS / ARROZ

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Costeño	45.1	<b>41.7</b>	43.2	38.1	39.2	41.4	42.6	42.2	38.6
Faraón	20.1	<b>22.3</b>	21.9	23.2	31.4	24.4	18.3	23.3	16.9
Valle Norte	10.6	<b>10.7</b>	8.5	16.0	11.8	10.5	10.7	12.1	2.4
Paisana	10.2	<b>8.9</b>	9.4	7.7	2.0	7.7	11.4	8.0	13.3
Molino Rojo	1.1	<b>2.3</b>	2.3	2.1	0.0	2.8	2.1	2.0	3.6
Pacasmayo	0.0	<b>2.0</b>	2.3	1.0	0.0	2.5	1.7	1.2	7.2
Cuisine	0.5	<b>1.4</b>	1.3	1.5	2.0	1.2	1.4	1.1	3.6
Gran Chalán	1.8	<b>1.2</b>	1.5	0.5	3.9	1.2	0.7	1.2	1.2
Tesoro del Campo	0.9	<b>1.2</b>	0.9	2.1	0.0	1.2	1.4	1.2	0.0
Wong	0.2	<b>1.2</b>	1.5	0.5	2.0	1.2	1.0	1.1	2.4
Otras marcas	4.9	<b>4.7</b>	4.7	4.6	7.8	3.4	5.5	4.1	7.2
Ninguna / NC	4.6	<b>2.6</b>	2.6	2.6	0.0	2.5	3.1	2.5	3.6
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / CAFÉS

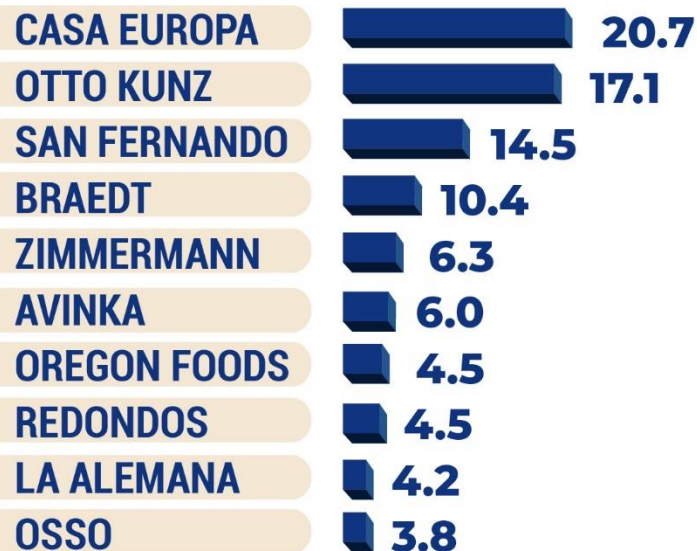


## 4. ALIMENTOS / CAFÉS

### 4. ALIMENTOS / CAFÉS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Altomayo	24.0	<b>27.1</b>	29.4	21.6	25.5	25.8	28.8	26.1	30.6
Nescafé	15.0	<b>15.1</b>	15.1	14.9	15.7	15.7	14.2	12.9	28.2
Juan Valdez	12.5	<b>13.7</b>	12.3	17.0	11.8	15.1	12.5	14.3	8.2
Cafetal	6.7	<b>8.4</b>	8.1	9.3	5.9	6.2	11.5	8.9	7.1
Villa Rica	6.4	<b>7.1</b>	7.2	6.7	15.7	8.9	3.5	7.5	3.5
Britt	6.4	<b>6.6</b>	6.4	7.2	5.9	6.8	6.6	7.5	2.4
Illy	4.6	<b>5.0</b>	5.1	4.6	3.9	4.9	5.2	5.7	0.0
Kirma	4.6	<b>2.3</b>	2.6	1.5	2.0	2.5	2.1	2.3	2.4
Sello Rojo	2.1	<b>2.1</b>	1.7	3.1	2.0	2.2	2.1	2.3	1.2
Caztellani	1.1	<b>1.5</b>	1.3	2.1	0.0	1.8	1.4	1.8	0.0
Otras marcas	11.1	<b>6.8</b>	6.8	6.7	11.8	5.8	6.9	6.3	10.6
Ninguna / NC	5.5	<b>4.4</b>	4.0	5.2	0.0	4.3	5.2	4.3	5.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / CARNES Y EMBUTIDOS





## 5. ALIMENTOS / CARNES Y EMBUTIDOS

### 5. ALIMENTOS / CARNES Y EMBUTIDOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Casa Europa	20.7	<b>20.7</b>	20.7	20.6	25.5	21.9	18.5	22.6	7.1
Otto Kunz	21.7	<b>17.1</b>	18.8	12.9	13.7	15.7	19.2	16.1	22.4
San Fernando	12.0	<b>14.5</b>	14.5	14.4	13.7	14.5	14.6	13.6	22.4
Braedt	7.4	<b>10.4</b>	10.3	10.8	7.8	10.8	10.5	10.4	10.6
Zimmermann	5.7	<b>6.3</b>	6.0	7.2	5.9	6.2	6.6	7.0	2.4
Avinka	4.4	<b>6.0</b>	4.5	9.8	3.9	4.6	8.0	6.8	1.2
Oregon Foods	4.9	<b>4.5</b>	4.7	4.1	3.9	6.2	2.8	5.0	2.4
Redondos	2.8	<b>4.5</b>	5.1	3.1	5.9	4.6	4.2	4.7	4.7
La Alemana	2.8	<b>4.2</b>	3.8	5.2	3.9	3.4	5.2	3.9	4.7
Osso	2.5	<b>3.8</b>	4.1	3.1	7.8	4.0	2.8	3.9	1.2
Otras marcas	10.1	<b>5.1</b>	4.7	6.2	5.9	5.9	4.2	3.8	15.3
Ninguna / NC	5.0	<b>2.7</b>	2.8	2.6	2.0	2.2	3.5	2.2	5.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / CONFITERIA



## 6. ALIMENTOS / CONFITERÍA

### 6. ALIMENTOS / CONFITERÍA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
La Ibérica	24.7	<b>34.9</b>	34.3	36.4	29.4	31.5	39.7	35.9	28.2
D´Onofrio	17.8	<b>17.3</b>	20.0	10.8	21.6	18.2	15.5	16.6	21.2
Nestlé	7.4	<b>5.7</b>	5.5	6.2	5.9	6.8	4.5	5.4	7.1
Lindt	0.2	<b>4.7</b>	2.8	9.2	5.9	4.6	4.5	5.2	1.2
Sublime	5.8	<b>4.5</b>	4.9	3.6	7.8	5.9	2.4	3.6	11.8
Helena	3.2	<b>3.9</b>	4.3	3.1	0.0	4.0	4.5	4.5	1.2
San Jorge	1.8	<b>3.8</b>	4.0	3.1	3.9	2.5	5.2	3.8	3.5
Toblerone	2.8	<b>3.6</b>	3.4	4.1	2.0	3.7	3.8	3.8	3.5
Ambrosoli	4.6	<b>3.3</b>	3.6	2.6	2.0	3.7	3.1	3.0	3.5
Costa	2.3	<b>3.0</b>	3.0	3.1	3.9	3.4	2.4	2.5	7.1
Otras marcas	23.9	<b>12.2</b>	11.7	13.3	15.7	12.3	11.4	12.7	8.2
Ninguna / NC	5.5	<b>3.2</b>	2.6	4.6	2.0	3.4	3.1	3.2	3.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / CONSERVAS DE PESCADO



FLORIDA 37.7



CAMPOMAR 22.3



PRIMOR 7.1

A1 5.8

GLORIA 5.8

COMPASS 5.0

FANNY 3.8

REAL 3.0

BELTRÁN 2.6

INCA MAR 2.6

## 7. ALIMENTOS / CONSERVAS DE PESCADO

### 7. ALIMENTOS / CONSERVAS DE PESCADO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Florida	38.5	<b>37.7</b>	37.8	37.5	43.1	34.1	40.9	39.0	29.1
Campomar	20.5	<b>22.3</b>	21.2	25.0	33.3	22.0	20.6	24.1	12.8
Primor	5.7	<b>7.1</b>	6.8	7.8	3.9	10.5	3.8	6.8	10.5
A1	3.2	<b>5.8</b>	5.8	5.7	3.9	7.1	4.5	4.5	11.6
Gloria	4.8	<b>5.8</b>	6.4	4.2	3.9	5.3	6.6	4.3	15.1
Compass	5.5	<b>5.0</b>	5.3	4.2	0.0	4.3	6.6	4.1	10.5
Fanny	3.5	<b>3.8</b>	3.4	4.7	5.9	3.7	3.5	4.0	1.2
Real	4.6	<b>3.0</b>	3.0	3.1	0.0	2.8	3.8	3.2	2.3
Beltrán	2.8	<b>2.6</b>	2.8	2.1	3.9	3.1	1.7	2.9	1.2
Inca Mar	1.8	<b>2.6</b>	3.0	1.6	0.0	2.8	2.8	2.9	1.2
Otras marcas	4.5	<b>2.7</b>	3.0	2.1	2.0	2.8	2.8	2.7	1.2
Ninguna / NC	4.6	<b>1.7</b>	1.5	2.1	0.0	1.5	2.1	1.4	3.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / FIDEOS



**DON  
VITTORIO**



**n**  
nicolini



**MOLITALIA®**  
DESDE 1964



## 8. ALIMENTOS / FIDEOS

### 8. ALIMENTOS / FIDEOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Don Vittorio	48.9	<b>47.3</b>	45.8	51.0	56.9	51.2	41.3	46.4	56.5
Nicolini	18.7	<b>15.9</b>	18.0	10.9	15.7	14.3	17.8	15.3	18.8
Molitalia	13.3	<b>12.9</b>	12.4	14.1	17.6	12.1	12.9	14.0	7.1
Barilla	7.6	<b>10.0</b>	9.9	10.4	2.0	8.1	13.6	10.3	4.7
Lavaggi	3.9	<b>4.9</b>	5.1	4.2	0.0	4.7	5.9	5.0	3.5
Agnesi	0.4	<b>2.6</b>	2.1	3.6	2.0	1.9	3.5	3.1	0.0
Anita	0.9	<b>2.1</b>	2.1	2.1	0.0	3.1	1.4	2.2	1.2
San Jorge	0.7	<b>0.8</b>	1.1	0.0	2.0	0.9	0.3	0.9	0.0
Sayon	1.1	<b>0.5</b>	0.4	0.5	0.0	0.3	0.7	0.5	0.0
Cuisine	0.2	<b>0.3</b>	0.2	0.5	0.0	0.3	0.3	0.4	0.0
Otras marcas	2.3	<b>1.4</b>	1.5	1.0	2.0	1.9	0.7	0.7	5.9
Ninguna / NC	2.0	<b>1.4</b>	1.3	1.6	2.0	1.2	1.4	1.3	2.4
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / LÁCTEOS



GLORIA 46.1



LAIVE 23.3



DANLAC 12.4

IDEAL 4.5

BONLÉ 4.1

PIAMONTE 2.0

PLUSA 1.8

PURA VIDA 1.2

CUISINE 0.5

DUMAN 0.3

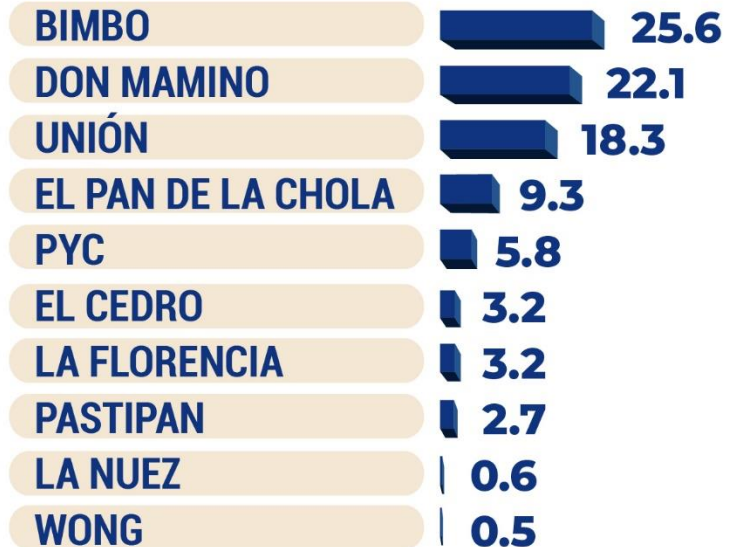


## 9. ALIMENTOS / LÁCTEOS

### 9. ALIMENTOS / LÁCTEOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Gloria	50.2	<b>46.1</b>	49.5	37.9	47.1	46.4	45.7	43.0	63.5
Laive	26.7	<b>23.3</b>	22.9	24.2	21.6	19.9	27.3	25.1	11.8
Danlac	1.2	<b>12.4</b>	10.8	16.3	13.7	14.3	10.0	13.4	5.9
Ideal	3.9	<b>4.5</b>	4.7	4.2	2.0	6.2	3.1	4.3	5.9
Bonlé	2.8	<b>4.1</b>	4.0	4.2	2.0	3.4	5.2	4.3	3.5
Piamonte	3.4	<b>2.0</b>	1.5	3.2	2.0	2.2	1.7	2.3	0.0
Plusa	0.2	<b>1.8</b>	1.7	2.1	3.9	1.6	1.7	2.2	0.0
Pura Vida	2.3	<b>1.2</b>	1.1	1.6	2.0	1.9	0.3	0.7	4.7
Cuisine	0.2	<b>0.5</b>	0.4	0.5	0.0	0.3	0.7	0.4	1.2
Duman	0.2	<b>0.3</b>	0.2	0.5	2.0	0.0	0.3	0.4	0.0
Otras marcas	1.8	<b>1.1</b>	0.4	2.6	0.0	1.9	0.3	1.3	0.0
Ninguna / NC	7.1	<b>2.7</b>	2.8	2.6	3.9	1.9	3.5	2.7	3.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / PANES



# 10. ALIMENTOS / PANES

## 10. ALIMENTOS / PANES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Bimbo	32.5	<b>25.6</b>	25.8	25.1	37.3	27.0	22.0	24.2	34.5
Don Mamino	15.4	<b>22.1</b>	22.2	22.0	13.7	26.0	19.2	24.7	4.8
Unión	20.3	<b>18.3</b>	17.8	19.4	9.8	18.2	19.9	18.2	21.4
El Pan de la Chola	0.5	<b>9.3</b>	8.6	11.0	17.6	6.9	10.5	9.7	3.6
PyC	4.8	<b>5.8</b>	6.7	3.7	2.0	4.4	8.0	5.6	8.3
El Cedro	6.0	<b>3.2</b>	2.8	4.2	3.9	3.4	2.8	3.2	2.4
La Florencia	2.8	<b>3.2</b>	3.4	2.6	5.9	1.9	4.2	3.2	3.6
Pastipan	0.0	<b>2.7</b>	2.6	3.1	3.9	2.2	3.1	2.5	2.4
La Nuez	0.0	<b>0.6</b>	0.6	0.5	0.0	0.9	0.3	0.7	0.0
Wong	0.2	<b>0.5</b>	0.4	0.5	0.0	0.3	0.7	0.5	0.0
Otras marcas	3.7	<b>2.4</b>	2.4	2.6	3.9	1.9	2.8	2.3	3.6
Ninguna / NC	13.8	<b>6.3</b>	6.7	5.2	2.0	6.9	6.3	4.9	15.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / SAZONADORES



AJINOMOTO 31.4



SIBARITA 16.1

DOÑA GUSTA 14.8

BADIA 12.6

MAGGI 9.6

MCCORMICK 3.0

LOPESA 2.6

4 ESTACIONES 1.8

TOÑA 1.4

DOÑA PETRA 0.8

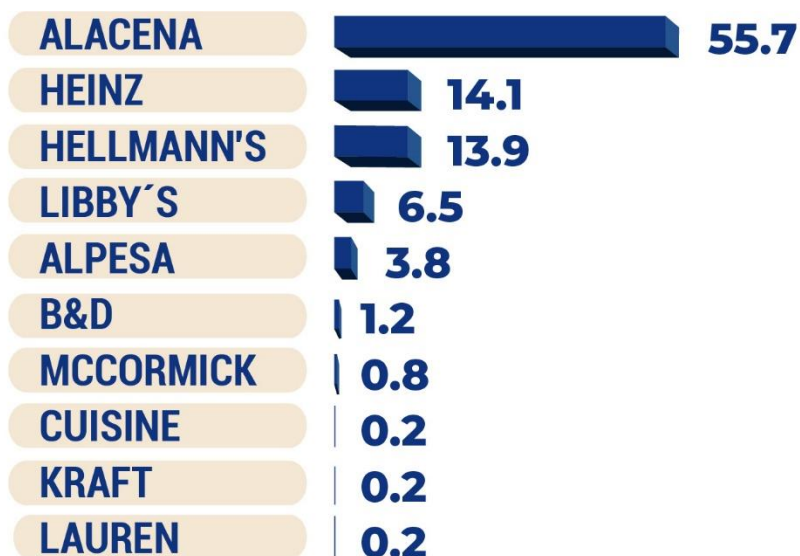


# 11. ALIMENTOS / SAZONADORES

## 11. ALIMENTOS / SAZONADORES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Ajinomoto	31.3	<b>31.4</b>	35.5	21.4	30.0	30.5	32.5	29.5	40.5
Sibarita	19.4	<b>16.1</b>	16.8	14.6	22.0	17.1	14.0	15.7	17.9
Doña Gusta	1.2	<b>14.8</b>	14.8	14.6	12.0	15.9	14.0	15.7	11.9
Badía	11.0	<b>12.6</b>	9.0	21.4	12.0	14.6	10.5	13.9	6.0
Maggi	10.4	<b>9.6</b>	8.8	11.5	12.0	9.0	9.8	9.9	8.3
McCormik	4.1	<b>3.0</b>	3.0	3.1	2.0	1.2	5.2	3.1	2.4
Lopesa	2.8	<b>2.6</b>	3.2	1.0	2.0	3.4	1.7	2.0	6.0
4 Estaciones	1.1	<b>1.8</b>	1.3	3.1	2.0	1.6	2.1	2.2	0.0
Toña	1.2	<b>1.4</b>	1.3	1.6	2.0	1.2	1.4	1.4	0.0
Otras marcas	1.6	<b>1.5</b>	1.7	1.0	0.0	0.9	2.4	1.3	2.3
Ninguna / NC	15.9	<b>5.2</b>	4.5	6.8	4.0	4.4	6.3	5.4	4.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / SALSAS



## 12. ALIMENTOS / SALSAS

### 12. ALIMENTOS / SALSAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Alacena	56.4	<b>55.7</b>	54.4	58.8	60.8	57.1	53.1	55.3	57.8
Heinz	12.4	<b>14.1</b>	14.6	12.9	13.7	11.8	16.7	15.6	4.8
Hellmann`s	10.4	<b>13.9</b>	15.2	10.8	15.7	13.7	13.9	13.8	13.3
Libby`s	4.8	<b>6.5</b>	6.0	7.7	3.9	6.2	7.3	7.2	3.6
Alpesa	3.4	<b>3.8</b>	4.5	2.1	2.0	4.0	3.8	3.4	6.0
B&D	1.4	<b>1.2</b>	1.3	1.0	0.0	2.2	0.3	0.7	4.8
McCormick	0.4	<b>0.8</b>	0.4	1.5	0.0	0.9	0.7	0.4	2.4
Cuisine	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.3	0.2	0.0
Kraft	0.0	<b>0.2</b>	0.2	0.0	2.0	0.0	0.0	0.2	0.0
Lauren	0.4	<b>0.2</b>	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Otras marcas	2.1	<b>0.5</b>	0.6	0.0	0.0	0.6	0.3	0.4	1.2
Ninguna / NC	8.3	<b>3.2</b>	2.4	5.2	2.0	3.1	3.5	2.9	6.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ALIMENTOS / SNACKS



**Inka**  
CHIPS®





# 13. ALIMENTOS / SNACKS

## 13. ALIMENTOS / SNACKS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Inka Chips	28.3	<b>28.4</b>	25.5	35.4	25.5	30.2	26.9	29.7	15.7
Lay's	12.4	<b>13.2</b>	13.3	13.0	19.6	13.4	11.9	13.1	15.7
Pringles	11.0	<b>10.2</b>	11.2	7.8	15.7	7.8	11.9	10.4	8.4
Valle Alto	7.2	<b>8.7</b>	8.2	9.9	7.8	7.5	10.1	9.0	7.2
Villa Natura	8.7	<b>6.7</b>	6.2	7.8	9.8	7.8	4.9	7.2	3.6
Doritos	5.8	<b>6.5</b>	7.3	4.7	9.8	8.7	3.5	5.2	15.7
Nestlé	5.5	<b>6.5</b>	7.5	4.2	2.0	5.9	8.0	5.4	12.0
Karinto	2.5	<b>5.8</b>	6.2	4.7	0.0	6.2	6.3	5.9	4.8
Costa	2.3	<b>3.8</b>	4.1	3.1	3.9	4.4	3.1	3.4	7.2
San Jorge	3.9	<b>3.5</b>	3.4	3.6	2.0	3.1	4.2	4.0	1.2
Otras marcas	1.6	<b>2.3</b>	1.9	3.1	2.0	1.9	2.8	2.3	2.4
Ninguna / NC	10.8	<b>4.4</b>	5.2	2.6	2.0	3.1	6.3	4.3	6.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# APLICATIVOS

# APLICATIVOS / DELIVERY



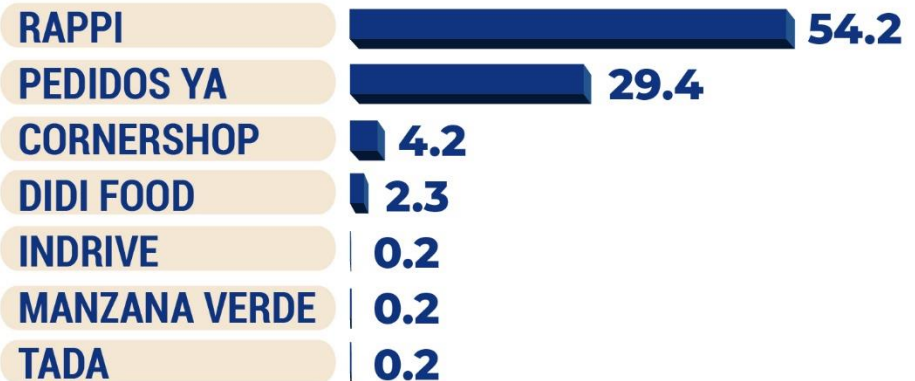
*Rappi*



**P**  
*PedidosYa*



Cornershop



# 14. APLICATIVOS / DELIVERY

## 14. APLICATIVOS / DELIVERY

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Rappi	41.5	<b>54.2</b>	54.5	53.2	46.8	53.6	56.0	54.9	45.8
Pedidos Ya	20.3	<b>29.4</b>	29.4	29.2	38.3	32.0	25.1	28.4	40.3
Cornershop	5.0	<b>4.2</b>	4.3	4.1	2.1	4.5	4.4	4.2	1.4
Didi Food	2.5	<b>2.3</b>	2.0	2.9	4.3	1.7	2.5	2.5	1.4
InDrive	0.0	<b>0.2</b>	0.2	0.0	2.1	0.0	0.0	0.2	0.0
Manzana Verde	0.0	<b>0.2</b>	0.2	0.0	0.0	0.3	0.0	0.2	0.0
TaDa	0.0	<b>0.2</b>	0.2	0.0	2.1	0.0	0.0	0.2	0.0
Otras marcas	2.2	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	28.5	<b>9.5</b>	9.0	10.5	4.3	7.9	12.0	9.5	11.1
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# APLICATIVOS / TAXI



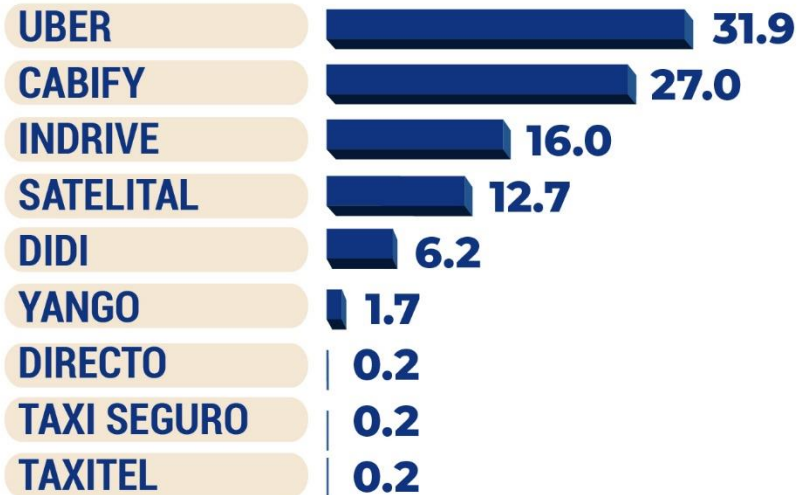
Uber



 cabify



 inDrive



# 15. APLICATIVOS / TAXI

## 15. APLICATIVOS / TAXI

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Uber	35.8	<b>31.9</b>	32.5	30.5	17.0	31.6	34.8	32.2	30.7
Cabify	20.7	<b>27.0</b>	26.5	28.2	34.0	26.3	26.5	29.4	10.7
InDrive	13.2	<b>16.0</b>	16.8	14.1	31.9	18.4	10.8	13.6	37.3
Satelital	10.3	<b>12.7</b>	12.4	13.6	4.3	11.5	15.4	11.5	13.3
Didi	8.4	<b>6.2</b>	6.2	6.2	4.3	7.6	5.0	6.7	2.7
Yango	0.0	<b>1.7</b>	1.8	1.7	2.1	1.6	1.8	2.0	0.0
Directo	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Taxi Seguro	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Taxitel	0.0	<b>0.2</b>	0.0	0.6	0.0	0.0	0.4	0.0	1.3
Otras marcas	0.7	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	10.9	<b>4.0</b>	3.5	5.1	6.4	3.0	4.7	4.1	4.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# AUTOMÓVILES

# AUTOMÓVILES / GENERAL



TOYOTA 29.8



SUBARU 11.0

HONDA 10.5

HYUNDAI 6.1

VOLKSWAGEN 5.6

KIA 5.4

MAZDA 4.8

FORD 4.3

MITSUBISHI 3.7

SUSUKI 3.5





# 16. AUTOMÓVILES / GENERAL

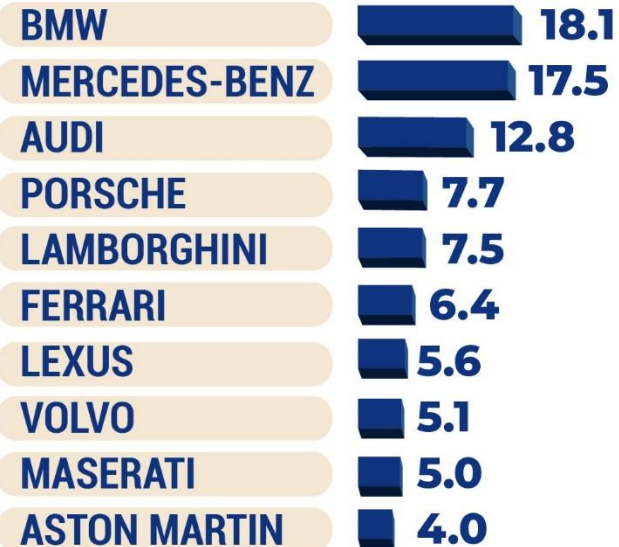
## 16. AUTOMÓVILES / GENERAL

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Toyota	27.6	<b>29.8</b>	30.6	27.7	25.0	27.8	32.7	30.0	32.0
Subaru	7.9	<b>11.0</b>	12.2	7.9	6.8	11.8	10.8	11.8	2.7
Honda	9.4	<b>10.5</b>	11.8	7.3	15.9	9.2	11.2	11.0	5.3
Hyundai	3.8	<b>6.1</b>	5.1	8.5	6.8	6.9	5.0	6.2	6.7
Volkswagen	6.9	<b>5.6</b>	3.5	10.7	4.5	6.5	4.7	5.6	5.3
Kia	4.7	<b>5.4</b>	5.5	5.1	4.5	6.5	4.3	5.6	5.3
Mazda	5.4	<b>4.8</b>	4.7	5.1	6.8	4.6	4.7	5.2	1.3
Ford	5.1	<b>4.3</b>	4.9	2.8	9.1	3.3	4.7	3.9	8.0
Mitsubishi	4.2	<b>3.7</b>	3.3	4.5	2.3	3.6	4.0	3.4	4.0
Suzuki	2.7	<b>3.5</b>	3.3	4.0	4.5	4.9	1.8	3.2	5.3
Otras marcas	17.4	<b>12.7</b>	12.6	13.0	9.1	12.7	13.3	11.0	24.0
Ninguna / NC	4.9	<b>2.7</b>	2.4	3.4	4.5	2.3	2.9	3.0	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# AUTOMÓVILES / ALTA GAMA



Mercedes-Benz



# 17. AUTOMÓVILES / ALTA GAMA

## 17. AUTOMÓVILES / ALTA GAMA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
BMW	15.9	<b>18.1</b>	19.3	14.9	20.5	18.4	17.4	18.6	14.7
Mercedes-Benz	15.4	<b>17.5</b>	18.0	16.1	11.4	13.5	22.8	16.6	21.3
Audi	12.1	<b>12.8</b>	10.9	17.8	18.2	13.2	11.6	13.4	9.3
Porsche	9.2	<b>7.7</b>	8.4	5.7	0.0	6.9	9.8	8.7	2.7
Lamborghini	5.1	<b>7.5</b>	7.3	8.0	6.8	7.9	7.2	7.2	9.3
Ferrari	7.2	<b>6.4</b>	6.2	6.9	4.5	7.2	5.8	4.9	17.3
Lexus	7.2	<b>5.6</b>	6.9	2.3	13.6	4.6	5.4	6.6	0.0
Volvo	5.4	<b>5.1</b>	4.4	6.9	6.8	5.6	4.3	5.5	2.7
Maserati	2.9	<b>5.0</b>	5.1	4.6	6.8	5.3	4.3	4.7	4.0
Aston Martin	2.5	<b>4.0</b>	4.2	3.4	4.5	5.3	2.5	4.1	4.0
Otras marcas	10.4	<b>8.5</b>	7.8	10.3	2.3	10.5	7.2	8.3	10.7
Ninguna / NC	6.7	<b>1.8</b>	1.3	2.9	4.5	1.6	1.4	1.5	4.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BANCA Y FINANZAS

# BANCA Y FINANZAS / **BANCOS**



## 18. BANCA Y FINANZAS / BANCOS

### 18. BANCA Y FINANZAS / BANCOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
BCP	44.4	<b>50.2</b>	51.2	47.4	39.5	50.7	51.3	50.6	54.1
BBVA	16.0	<b>15.9</b>	17.2	12.6	16.3	14.6	17.3	15.8	14.9
Scotiabank	7.8	<b>12.9</b>	12.3	14.3	9.3	11.6	14.8	12.8	9.5
Interbank	20.8	<b>12.5</b>	11.4	15.4	23.3	14.2	9.0	13.0	9.5
BanBif	1.7	<b>2.3</b>	2.0	2.9	2.3	2.3	2.2	2.3	2.7
Banco de la Nación	1.1	<b>1.3</b>	1.3	1.1	0.0	0.7	2.2	0.8	4.1
Pichincha	0.4	<b>1.3</b>	1.3	1.1	2.3	1.0	1.4	1.1	1.4
Citibank Perú	0.9	<b>1.0</b>	0.9	1.1	0.0	1.7	0.4	0.9	1.4
Falabella	0.7	<b>0.6</b>	0.7	0.6	2.3	0.3	0.7	0.8	0.0
Santander	0.0	<b>0.2</b>	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Otras marcas	0.8	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	5.4	<b>1.9</b>	1.3	3.4	4.7	2.6	0.7	1.7	2.7
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BANCA Y FINANZAS / AFP



AFP **Integra**



**PRIMA**<sup>AFP</sup>



**Profuturo**



## 19. BANCA Y FINANZAS / AFP

### 19. BANCA Y FINANZAS / AFP

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Integra	25.8	<b>35.6</b>	34.6	38.0	34.9	34.5	36.9	35.3	39.7
Prima	21.6	<b>29.3</b>	29.8	28.1	30.2	32.1	26.1	31.1	21.9
Profuturo	17.5	<b>15.5</b>	15.4	15.8	7.0	14.9	17.5	14.9	17.8
Habitat	12.6	<b>12.2</b>	12.2	12.3	23.3	13.2	9.3	12.0	11.0
Grupo Coril	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Ninguna / NC	22.5	<b>7.2</b>	7.8	5.8	4.7	5.4	9.7	6.6	9.6
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# BANCA Y FINANZAS / SEGUROS



PACÍFICO 36.7



RIMAC 31.5



MAPFRE 11.7

LA POSITIVA 6.5

ONCOSALUD 3.9

INTERSEGURO 3.7

SANITAS 2.0

AUNA 0.8

LIBERTY 0.2

## 20. BANCA Y FINANZAS / SEGUROS

### 20. BANCA Y FINANZAS / SEGUROS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Pacífico	31.0	<b>36.7</b>	36.1	38.5	30.2	37.0	37.5	38.2	28.4
Rimac	29.7	<b>31.5</b>	30.4	34.5	30.2	29.6	33.8	33.6	17.6
Mapfre	13.8	<b>11.7</b>	13.2	8.0	23.3	11.4	10.2	11.5	13.5
La Positiva	7.6	<b>6.5</b>	7.5	4.0	2.3	8.8	4.7	3.8	24.3
Oncosalud	3.2	<b>3.9</b>	2.9	6.3	0.0	3.4	5.1	3.6	4.1
Interseguro	0.4	<b>3.7</b>	3.6	4.0	7.0	4.4	2.5	3.8	2.7
Sanitas	1.3	<b>2.0</b>	2.0	1.7	2.3	1.7	2.2	1.9	2.7
Auna	0.0	<b>0.8</b>	0.9	0.6	0.0	1.3	0.4	0.4	4.1
Liberty	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.4	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	12.6	<b>2.9</b>	3.2	2.3	4.7	2.4	3.3	3.1	2.7
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BANCA Y FINANZAS / FINANCIERAS



**CrediScotia**<sup>SA</sup>

CREDISCOTIA 42.8



**oh!**

OH! 9.8



Financiera  
**confianza**

CONFIANZA 9.7

COMPARTAMOS 5.7

EFFECTIVA 3.9

CREDINKA 3.8

MITSUI AUTO FINANCE 3.2

QAPAQ 2.0

PROEMPRESA 1.4

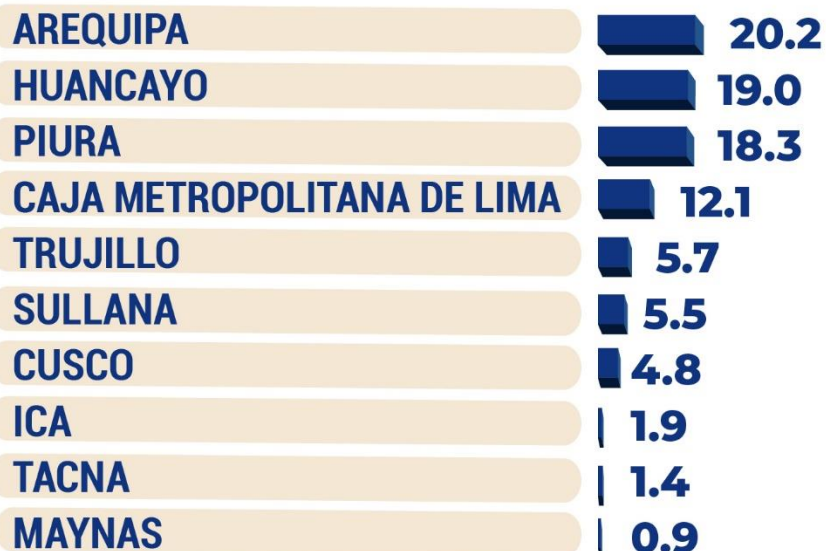
AMERIKA 1.1

## 21. BANCA Y FINANZAS / FINANCIERAS

### 21. BANCA Y FINANZAS / FINANCIERAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
CrediScotia	19.0	<b>42.8</b>	43.0	42.0	41.5	43.0	42.7	44.2	33.3
Oh!	5.6	<b>9.8</b>	9.5	10.8	22.0	10.4	7.3	10.3	7.2
Confianza	3.2	<b>9.7</b>	9.7	9.6	7.3	11.5	8.1	8.8	14.5
Compartamos	4.1	<b>5.7</b>	6.0	5.1	12.2	6.3	4.0	5.1	11.6
Efectiva	3.2	<b>3.9</b>	3.7	4.5	2.4	5.2	2.8	2.9	10.1
Credinka	1.5	<b>3.8</b>	4.5	1.9	0.0	1.9	6.5	3.4	5.8
Mitsui Auto Finance	2.2	<b>3.2</b>	4.2	0.6	2.4	3.3	3.2	3.4	2.9
Qapaq	0.4	<b>2.0</b>	1.2	3.8	4.9	1.5	2.0	2.3	0.0
Proempresa	0.9	<b>1.4</b>	1.7	0.6	0.0	1.5	1.6	1.7	0.0
Amerika	0.6	<b>1.1</b>	1.5	0.0	0.0	0.7	1.6	1.3	0.0
Otras marcas	0.0	<b>2.3</b>	2.0	3.2	0.0	1.5	3.6	2.7	0.0
Ninguna / NC	59.3	<b>14.3</b>	12.9	17.8	7.3	13.3	16.5	13.9	14.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BANCA Y FINANZAS / CAJAS MUNICIPALES

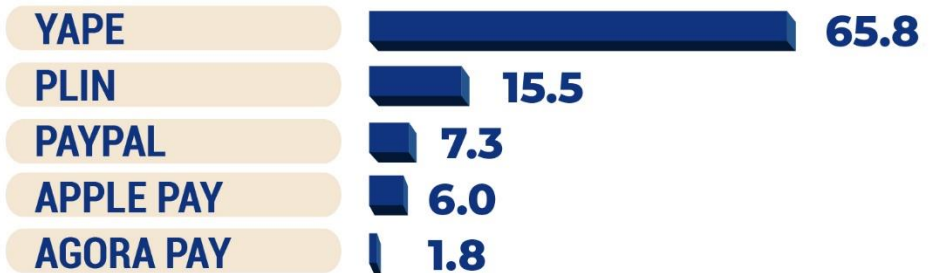


## 22. BANCA Y FINANZAS / CAJAS MUNICIPALES

### 22. BANCA Y FINANZAS / CAJAS MUNICIPALES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Arequipa	13.9	<b>20.2</b>	20.6	19.0	33.3	17.7	20.8	19.7	21.9
Huancayo	12.8	<b>19.0</b>	20.9	14.1	21.4	18.0	19.6	20.5	6.8
Piura	12.6	<b>18.3</b>	15.8	24.5	21.4	22.6	12.9	18.3	20.5
Caja Metropolitana de Lima	4.5	<b>12.1</b>	11.8	12.9	7.1	11.0	14.1	13.4	2.7
Trujillo	3.9	<b>5.7</b>	7.0	2.5	4.8	6.7	4.7	4.5	15.1
Sullana	7.4	<b>5.5</b>	6.0	4.3	2.4	6.0	5.5	5.3	6.8
Cusco	3.0	<b>4.8</b>	4.6	5.5	2.4	6.4	3.5	4.5	5.5
Ica	0.6	<b>1.9</b>	1.7	2.5	4.8	2.1	1.2	1.8	2.7
Tacna	0.7	<b>1.4</b>	1.7	0.6	0.0	1.1	2.0	1.0	4.1
Maynas	0.7	<b>0.9</b>	0.7	1.2	0.0	1.4	0.4	0.4	4.1
Otras marcas	0.9	<b>0.5</b>	0.5	0.6	0.0	1.1	0.0	0.2	2.7
Ninguna / NC	39.0	<b>9.8</b>	8.9	12.3	2.4	6.0	15.3	10.4	6.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BANCA Y FINANZAS / BILLETERAS VIRTUALES



## 23. BANCA Y FINANZAS / BILLETAS VIRTUALES

### 23. BANCA Y FINANZAS / BILLETAS VIRTUALES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Yape	59.9	<b>65.8</b>	67.3	61.8	50.0	64.5	69.7	65.1	73.0
Plin	13.6	<b>15.5</b>	14.3	18.5	26.2	16.9	12.2	16.5	12.2
PayPal	5.9	<b>7.3</b>	7.3	7.5	7.1	8.3	6.3	6.9	8.1
Apple Pay	5.8	<b>6.0</b>	5.9	6.4	14.3	6.6	4.1	6.1	1.4
Agora Pay	1.3	<b>1.8</b>	0.9	4.0	2.4	2.3	1.1	1.7	1.4
Otras marcas	0.5	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	13.0	<b>3.6</b>	4.3	1.7	0.0	1.3	6.6	3.6	4.1
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# BEBIDAS

# BEBIDAS NO ALCÓHOLICAS / GASEOSAS



## 24. BEBIDAS NO ALCOHÓLICAS / GASEOSAS

### 24. BEBIDAS NO ALCOHÓLICAS / GASEOSAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Inca Kola	30.2	<b>31.6</b>	31.8	30.9	31.9	31.2	31.9	30.5	33.8
Coca-Cola	28.8	<b>28.8</b>	26.4	34.8	38.3	31.2	24.5	29.2	31.2
San Pellegrino	6.0	<b>4.4</b>	3.9	5.6	6.4	4.8	3.5	4.6	1.3
Kola Escocesa	3.2	<b>3.8</b>	4.5	1.7	4.3	2.6	5.0	3.5	6.5
Gatorade	2.7	<b>3.4</b>	4.1	1.7	0.0	1.9	5.7	3.7	2.6
Guaraná	2.1	<b>3.1</b>	2.8	3.9	4.3	3.9	2.1	3.3	1.3
Canada Dry	2.5	<b>3.0</b>	3.0	2.8	2.1	1.6	4.6	2.9	1.3
Sprite	1.2	<b>2.8</b>	2.8	2.8	0.0	2.9	3.2	2.9	1.3
Sporade	1.6	<b>2.5</b>	2.6	2.2	0.0	2.9	2.5	2.2	3.9
Fanta	1.6	<b>2.0</b>	1.7	2.8	2.1	2.3	1.8	2.0	2.6
Otras marcas	8.4	<b>10.8</b>	12.1	7.3	8.5	12.2	9.6	11.2	9.1
Ninguna / NC	11.7	<b>3.9</b>	4.1	3.4	2.1	2.6	5.7	3.9	5.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS NO ALCOHÓLICAS / AGUA DE MESA



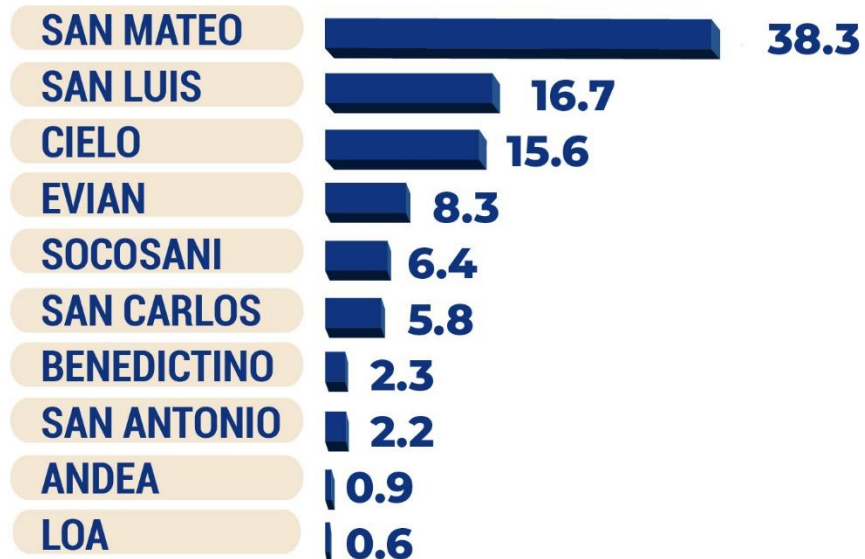
**San Mateo.**



**san  
luis.**



**CIÉLO**

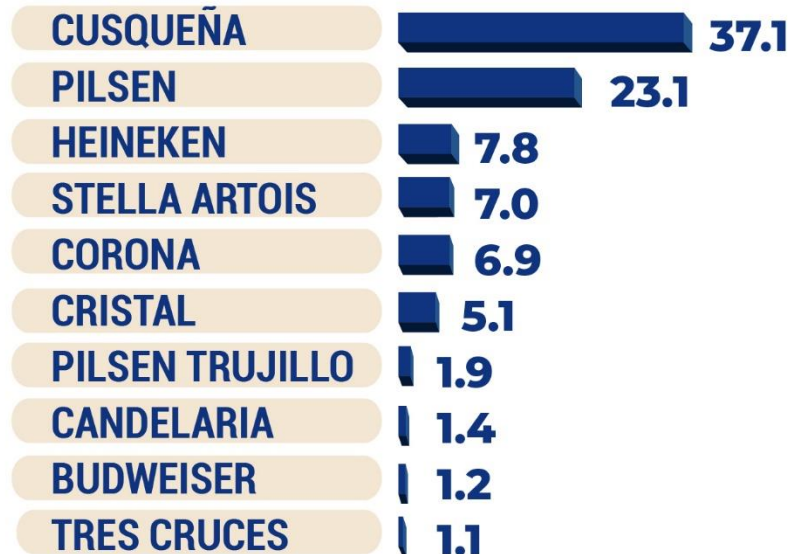


## 25. BEBIDAS NO ALCOHÓLICAS / AGUA DE MESA

### 25. BEBIDAS NO ALCOHÓLICAS - AGUA DE MESA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
San Mateo	40.5	<b>38.3</b>	37.5	40.2	47.8	35.5	39.8	40.1	28.6
San Luis	18.6	<b>16.7</b>	17.1	15.6	19.6	17.7	15.1	17.3	16.9
Cielo	16.1	<b>15.6</b>	17.1	11.7	13.0	13.9	18.0	15.6	14.3
Evian	5.5	<b>8.3</b>	7.4	10.6	4.3	10.6	6.3	8.5	2.6
Socosani	5.3	<b>6.4</b>	6.3	6.7	2.2	6.1	7.4	5.0	16.9
San Carlos	3.4	<b>5.8</b>	6.1	5.0	6.5	7.1	4.2	4.4	14.3
Benedictino	1.8	<b>2.3</b>	2.2	2.8	0.0	2.6	2.5	2.2	2.6
San Antonio	1.9	<b>2.2</b>	2.0	2.8	2.2	2.6	1.8	2.4	1.3
Andea	2.1	<b>0.9</b>	1.1	0.6	2.2	0.6	1.1	0.9	0.0
Loa	0.7	<b>0.6</b>	0.4	1.1	0.0	1.0	0.4	0.6	1.3
Otras marcas	2.0	<b>1.4</b>	2.0	0.0	0.0	1.3	1.8	1.5	1.3
Ninguna / NC	2.1	<b>1.4</b>	0.9	2.8	2.2	1.0	1.8	1.7	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCÓHOLICAS / CERVEZA



## 26. BEBIDAS ALCOHÓLICAS / CERVEZA

### 26. BEBIDAS ALCOHÓLICAS / CERVEZAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Cusqueña	30.2	<b>37.1</b>	37.6	36.0	31.9	34.4	41.0	36.7	35.9
Pilsen	27.9	<b>23.1</b>	25.1	18.0	19.1	24.8	21.9	24.4	17.9
Heineken	6.9	<b>7.8</b>	8.4	6.2	12.8	7.1	7.8	7.3	12.8
Stella Artois	6.9	<b>7.0</b>	6.3	9.0	4.3	8.0	6.4	7.7	0.0
Corona	6.2	<b>6.9</b>	5.0	11.8	8.5	7.1	6.4	7.3	3.8
Cristal	4.4	<b>5.1</b>	5.6	3.9	4.3	4.8	5.7	4.4	11.5
Pilsen Trujillo	0.5	<b>1.9</b>	1.7	2.2	0.0	1.9	2.1	1.1	7.7
Candelaria	1.6	<b>1.4</b>	1.3	1.7	4.3	1.3	1.1	1.1	2.6
Budweiser	2.1	<b>1.2</b>	1.3	1.1	2.1	1.9	0.4	0.9	3.8
Tres Cruces	0.5	<b>1.1</b>	0.9	1.7	2.1	1.6	0.4	1.3	0.0
Otras marcas	3.6	<b>3.1</b>	3.7	1.7	8.5	3.9	1.4	3.3	2.6
Ninguna / NC	9.2	<b>4.2</b>	3.2	6.7	2.1	3.2	5.7	4.4	1.3
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCOHÓLICAS / PISCO



**PISCO  
PORTÓN**

**PORTÓN** 23.0



**SANTIAGO  
QUEIROLO**  
DESDE 1880

**QUEIROLO** 11.8



**BIONDI®**  
PISCO

**BIONDI** 10.4

**CUATRO GALLOS** 10.2

**INTIPALKA** 6.3

**TABERNERO** 6.0

**HUAMANÍ** 3.9

**TACAMA** 3.5

**FERREYROS** 3.3

**VARGAS** 3.3



## 27. BEBIDAS ALCOHÓLICAS / PISCO

### 27. BEBIDAS ALCOHÓLICAS / PISCO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Portón	17.7	<b>23.0</b>	22.8	23.5	29.8	26.8	17.7	24.4	11.7
Queirolo	11.1	<b>11.8</b>	11.4	12.8	8.5	14.4	9.6	11.1	15.6
Biondi	10.6	<b>10.4</b>	12.1	6.1	2.1	5.2	17.4	10.0	10.4
Cuatro Gallos	12.4	<b>10.2</b>	9.9	11.2	14.9	11.1	8.5	10.4	11.7
Intipalka	4.1	<b>6.3</b>	5.3	8.9	10.6	7.8	3.9	6.1	9.1
Tabernero	4.8	<b>6.0</b>	5.7	6.7	6.4	7.5	4.3	5.7	9.1
Huamaní	5.5	<b>3.9</b>	4.2	3.4	4.3	3.9	3.9	3.7	5.2
Tacama	2.5	<b>3.5</b>	3.9	2.2	2.1	1.0	6.4	3.3	2.6
Ferreyros	3.5	<b>3.3</b>	3.9	1.7	2.1	1.3	5.7	3.5	2.6
Vargas	2.5	<b>3.3</b>	3.7	2.2	0.0	4.6	2.5	2.2	11.7
Otras marcas	15.2	<b>14.0</b>	13.8	14.5	14.9	12.4	15.6	14.8	7.8
Ninguna / NC	10.1	<b>4.3</b>	3.3	6.7	4.3	3.9	4.6	4.6	2.6
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCOHÓLICAS / RON



Ron  
*Zacapa*  
Centenario



RON  
CARTAVIO



RON  
*Flor de Caña*



## 28. BEBIDAS ALCOHÓLICAS / RON

### 28. BEBIDAS ALCOHÓLICAS / RON

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Zacapa	22.8	<b>23.6</b>	24.8	20.5	17.0	25.9	22.1	25.7	10.5
Cartavio	10.6	<b>12.8</b>	13.2	11.9	19.1	11.1	13.6	10.6	27.6
Flor de Caña	7.6	<b>10.4</b>	10.1	11.4	8.5	11.1	10.0	10.8	7.9
Bacardí	9.4	<b>10.1</b>	9.6	11.4	6.4	10.2	10.7	9.9	14.5
Appleton	7.2	<b>7.9</b>	7.7	8.5	4.3	7.5	8.9	7.4	11.8
Havana Club	8.0	<b>7.9</b>	8.8	5.7	4.3	5.2	11.4	7.8	5.3
Barceló	4.1	<b>7.3</b>	6.1	10.2	19.1	6.9	5.7	7.4	6.6
Pomalca	2.1	<b>3.8</b>	3.7	4.0	4.3	3.6	3.9	3.5	5.3
Diplomático	4.9	<b>3.3</b>	3.3	3.4	4.3	4.3	2.1	3.7	0.0
Abuelo	2.3	<b>2.5</b>	2.4	2.8	8.5	3.0	1.1	2.6	2.6
Otras marcas	3.2	<b>5.2</b>	6.4	2.3	2.1	6.2	4.6	5.2	3.9
Ninguna / NC	17.8	<b>5.1</b>	3.9	8.0	2.1	4.9	5.7	5.2	3.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCOHÓLICAS / VINO TINTO NACIONAL



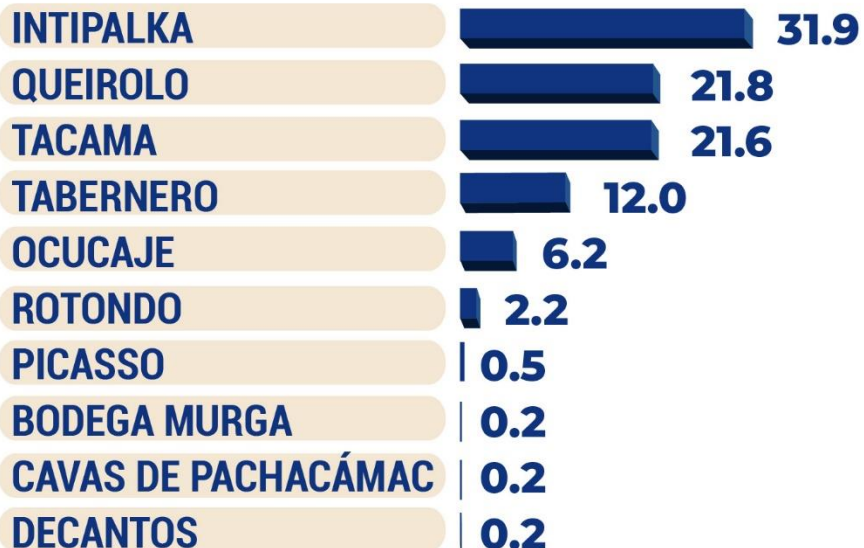
  
**INTIPALKA**



SANTIAGO  
**QUEIROLO**  
DESDE  1880



  
**TACAMA**  
LA PRIMERA VIÑA DE SUDAMÉRICA



## 29. BEBIDAS ALCOHÓLICAS / VINO TINTO NACIONAL

### 29. BEBIDAS ALCOHÓLICAS / VINO TINTO NACIONAL

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Intipalka	29.0	<b>31.9</b>	28.8	40.2	33.3	34.4	28.9	34.4	17.1
Queirolo	18.0	<b>21.8</b>	22.4	20.1	35.6	23.4	17.9	21.3	26.3
Tacama	21.9	<b>21.6</b>	24.4	14.4	11.1	14.9	30.7	21.9	15.8
Tabernero	13.3	<b>12.0</b>	12.9	9.8	11.1	14.6	9.3	10.6	25.0
Ocucaje	2.8	<b>6.2</b>	7.2	3.4	4.4	7.1	5.4	5.0	13.2
Rotondo	1.6	<b>2.2</b>	1.7	3.4	0.0	2.3	2.5	2.6	0.0
Picasso	0.0	<b>0.5</b>	0.4	0.6	0.0	0.0	1.1	0.6	0.0
Bodega Murga	0.0	<b>0.2</b>	0.0	0.6	2.2	0.0	0.0	0.2	0.0
Cavas de Pachácamac	0.0	<b>0.2</b>	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Decantos	0.0	<b>0.2</b>	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Otras marcas	1.4	<b>0.3</b>	0.2	0.6	0.0	0.3	0.4	0.2	1.3
Ninguna / NC	12.0	<b>3.0</b>	1.7	6.3	2.2	2.3	3.9	3.0	1.3
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCOHÓLICAS / VINO TINTO IMPORTADO



*NavarroCorreas*



**Casillero  
del  
Diablo**



  
EL ENEMIGO

NAVARRO CORREAS	16.7
CASILLERO DEL DIABLO	12.8
EL ENEMIGO	12.7
CONCHA Y TORO	10.1
MARQUÉS DE RISCAL	9.0
CATENA ZAPATA	6.9
NIETO SENETINER	3.0
LAS MORAS	2.9
LUIGI BOSCA	2.7
ZUCCARDI	2.7

## 30. BEBIDAS ALCOHÓLICAS / VINO TINTO IMPORTADO

### 30. BEBIDAS ALCOHÓLICAS / VINO TINTO IMPORTADO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Navarro Correas	15.9	<b>16.7</b>	17.1	15.6	6.7	16.6	18.4	16.8	14.7
Casillero del Diablo	9.4	<b>12.8</b>	13.3	11.6	13.3	16.2	9.0	11.1	25.3
El Enemigo	10.6	<b>12.7</b>	11.3	16.2	11.1	13.2	12.3	13.8	2.7
Concha y Toro	8.7	<b>10.1</b>	10.6	8.7	8.9	8.6	11.9	8.7	22.7
Marqués de Riscal	8.3	<b>9.0</b>	8.4	10.4	0.0	8.6	10.8	8.7	6.7
Catena Zapata	3.5	<b>6.9</b>	6.7	7.5	11.1	5.3	7.9	7.7	2.7
Nieto Senetiner	2.7	<b>3.0</b>	3.5	1.7	2.2	2.0	4.3	3.4	1.3
Las Moras	2.8	<b>2.9</b>	3.3	1.7	8.9	2.0	2.9	3.2	1.3
Luigi Bosca	1.8	<b>2.7</b>	3.1	1.7	4.4	3.0	2.2	3.0	1.3
Zuccardi	1.4	<b>2.7</b>	3.5	0.6	0.0	2.3	3.6	2.8	2.7
Otras marcas	16.2	<b>15.1</b>	14.4	16.8	26.7	16.9	11.2	14.7	16.0
Ninguna / NC	18.7	<b>5.4</b>	4.7	7.5	6.7	5.3	5.4	6.0	2.7
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# BEBIDAS ALCÓHOLICAS / WHISKY



JOHNNIE WALKER.

JOHNNIE WALKER

33.5

CHIVAS REGAL

26.6

JACK DANIEL'S

8.0

OLD PARR

6.9

MACALLAN

6.5

GLENFIDDICH

4.3

BALLANTINE'S

2.9

GLENLIVET

2.2

SOMETHING SPECIAL

1.4

ROYAL SALUTE

1.0





# 31. BEBIDAS ALCOHÓLICAS / WHISKY

## 31. BEBIDAS ALCOHÓLICAS / WHISKY

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Johnnie Walker	32.3	<b>33.5</b>	32.1	37.1	47.8	33.6	31.0	34.0	33.3
Chivas Regal	19.8	<b>26.6</b>	26.8	26.3	21.7	25.7	28.5	25.9	34.7
Jack Daniel`s	7.1	<b>8.0</b>	8.6	6.3	13.0	9.2	5.8	6.9	14.7
Old Parr	5.7	<b>6.9</b>	7.1	6.3	0.0	5.3	9.7	7.1	2.7
Macallan	5.8	<b>6.5</b>	8.2	2.3	8.7	7.9	4.7	7.1	2.7
Glenfiddich	3.0	<b>4.3</b>	4.9	2.9	2.2	2.6	6.5	4.3	1.3
Ballantine`s	1.4	<b>2.9</b>	2.4	4.0	0.0	3.6	2.5	3.0	1.3
Glenlivet	1.6	<b>2.2</b>	2.4	1.7	2.2	2.0	2.5	2.4	0.0
Something Special	2.1	<b>1.4</b>	1.5	1.1	0.0	1.6	1.4	1.3	2.7
Royal Salute	0.9	<b>1.0</b>	0.9	1.1	0.0	1.0	1.1	0.9	1.3
Otras marcas	3.0	<b>2.6</b>	2.0	4.0	2.2	3.9	1.1	2.4	2.7
Ninguna / NC	17.3	<b>4.1</b>	3.1	6.9	2.2	3.6	5.1	4.5	2.7
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# COMERCIO

# COMERCIO / MALLS



JOCKEY PLAZA 43.1



REAL PLAZA

REAL PLAZA 10.6



LARCOMAR

LARCOMAR 8.3

PLAZA SAN MIGUEL 6.9

AVENTURA PLAZA 4.7

PLAZA NORTE 4.1

LA RAMBLA 3.4

OPEN PLAZA ANGAMOS 3.3

EL POLO 3.1

MEGAPLAZA 3.1

## 32. COMERCIO / MALLS

### 32. COMERCIO / MALLS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Jockey Plaza	41.1	<b>43.1</b>	41.8	46.2	42.9	39.9	46.5	45.1	21.9
Real Plaza	9.8	<b>10.6</b>	10.2	11.6	16.7	10.8	9.5	10.9	11.0
Larcomar	8.9	<b>8.3</b>	8.4	8.1	2.4	8.8	8.7	8.4	8.2
Plaza San Miguel	6.4	<b>6.9</b>	7.3	5.8	11.9	5.7	7.3	7.9	0.0
Aventura Plaza	2.4	<b>4.7</b>	5.5	2.9	4.8	5.7	3.6	1.9	23.3
Plaza Norte	5.3	<b>4.1</b>	4.5	2.9	4.8	5.7	2.2	4.0	5.5
La Rambla	4.1	<b>3.4</b>	3.6	2.9	9.5	2.0	4.0	3.8	1.4
Open Plaza Angamos	2.8	<b>3.3</b>	3.4	2.9	0.0	3.0	4.0	3.3	4.1
El Polo	1.7	<b>3.1</b>	2.3	5.2	0.0	4.4	2.2	3.1	2.7
Megaplaza	2.8	<b>3.1</b>	3.4	2.3	0.0	3.7	2.9	2.3	9.6
Otras marcas	8.9	<b>8.0</b>	7.7	8.7	7.1	9.1	6.9	7.7	11.0
Ninguna / NC	5.8	<b>1.5</b>	1.8	0.6	0.0	1.0	2.2	1.5	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# COMERCIO / TIENDAS POR DEPARTAMENTO



*f.*  
saga falabella.



RIPLEY



oe  
oechsle



## 33. COMERCIO / TIENDAS POR DEPARTAMENTO

### 33. COMERCIO / TIENDAS POR DEPARTAMENTO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Falabella	51.8	<b>55.2</b>	52.0	63.0	61.0	60.3	48.9	56.3	46.5
Ripley	18.5	<b>26.5</b>	29.6	19.1	24.4	23.0	30.6	26.2	25.4
Oechsle	10.0	<b>13.8</b>	14.7	11.6	7.3	12.2	16.4	12.8	23.9
Otras marcas	0.1	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	19.6	<b>4.5</b>	3.8	6.4	7.3	4.5	4.1	4.7	4.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# COMERCIO / SUPERMERCADOS



WONG 43.8



PLAZA VEA 21.3



TOTTUS 10.7

VIVANDA 8.2

MAKRO 7.7

METRO 7.5

VEGA 0.2

## 34. COMERCIO / SUPERMERCADOS

### 34. COMERCIO / SUPERMERCADOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Wong	41.3	<b>43.8</b>	44.6	41.6	33.3	44.2	44.9	46.9	17.8
Plaza Vea	19.8	<b>21.3</b>	21.5	20.8	23.8	19.4	23.0	20.3	31.5
Tottus	12.3	<b>10.7</b>	10.1	12.1	7.1	12.6	9.1	9.1	19.2
Vivanda	8.9	<b>8.2</b>	7.3	10.4	14.3	7.1	8.4	8.7	5.5
Makro	11.1	<b>7.7</b>	8.7	5.2	4.8	7.5	8.4	6.9	13.7
Metro	6.6	<b>7.5</b>	7.3	8.1	14.3	8.2	5.8	7.3	11.0
Vega	0.0	<b>0.2</b>	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Ninguna / NC	0.0	<b>0.7</b>	0.5	1.2	2.4	0.7	0.4	0.6	1.4
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# COMERCIO / TIENDAS DE CONVENIENCIA



TAMBO 51.4



OXXO 15.6

MASS 13.4

LISTO 10.7

JET MARKET 3.0

MI MARKET 1.4

MARKET 365 0.5

ARAKAKI 0.2



## 35. COMERCIO / TIENDAS DE CONVENIENCIA

### 35. COMERCIO - TIENDAS DE CONVENIENCIA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Tambo	46.0	<b>51.4</b>	52.6	48.5	50.0	52.1	51.0	52.6	50.7
Oxxo	11.9	<b>15.6</b>	14.0	19.3	21.4	17.8	12.2	16.7	8.5
Mass	10.5	<b>13.4</b>	12.1	16.4	4.8	12.9	15.2	12.5	18.3
Listo	2.6	<b>10.7</b>	11.9	7.6	11.9	11.2	9.9	11.3	5.6
Jet Market	1.3	<b>3.0</b>	3.3	2.3	2.4	2.8	3.4	2.8	4.2
MiMarket	1.1	<b>1.4</b>	1.7	0.6	2.4	0.7	1.9	0.4	5.6
Market 365	1.3	<b>0.5</b>	0.7	0.0	2.4	0.3	0.4	0.4	0.0
Arakaki	0.0	<b>0.2</b>	0.0	0.6	0.0	0.3	0.0	0.0	0.0
Otras marcas	0.2	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	25.1	<b>3.9</b>	3.6	4.7	4.8	1.7	6.1	3.4	7.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# **CUIDADO PERSONAL**

# CUIDADO PERSONAL / CUIDADO PERSONAL



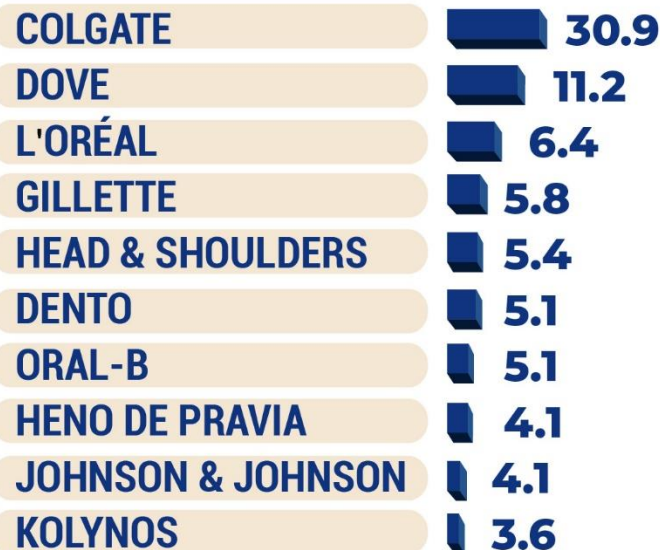
*Colgate*



*Dove*



L'ORÉAL



## 36. CUIDADO PERSONAL

### 36. CUIDADO PERSONAL

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Colgate	16.4	<b>30.9</b>	32.2	27.4	37.5	30.5	30.3	30.4	34.2
Dove	12.8	<b>11.2</b>	10.0	14.3	22.5	11.6	9.1	11.7	8.2
L'Oréal	5.7	<b>6.4</b>	2.5	16.7	2.5	9.2	4.0	6.2	5.5
Gillette	9.0	<b>5.8</b>	7.8	0.6	5.0	5.5	6.2	6.0	2.7
Head & Shoulders	5.9	<b>5.4</b>	6.6	2.4	5.0	3.8	7.3	5.3	5.5
Dento	2.9	<b>5.1</b>	6.4	1.8	2.5	5.8	4.7	5.4	4.1
Oral-B	4.4	<b>5.1</b>	3.9	8.3	2.5	5.8	4.7	4.3	11.0
Heno de Pravia	2.1	<b>4.1</b>	4.1	4.2	0.0	2.1	6.9	4.5	2.7
Johnson & Johnson	4.2	<b>4.1</b>	4.3	3.6	5.0	4.5	3.6	4.5	1.4
Kolynos	1.5	<b>3.6</b>	3.9	3.0	0.0	2.7	5.1	3.1	6.8
Otras marcas	27.7	<b>17.3</b>	17.6	16.7	12.5	17.8	17.5	17.9	16.4
Ninguna / NC	7.4	<b>0.8</b>	0.7	1.2	5.0	0.7	0.4	0.8	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# EDUCACIÓN

# EDUCACIÓN / UNIVERSIDADES PÚBLICAS



UNMSM



## 37. EDUCACIÓN / UNIVERSIDADES PÚBLICAS

### 37. EDUCACIÓN / UNIVERSIDADES PÚBLICAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
UNMSM	30.8	<b>40.2</b>	37.9	46.1	41.0	42.8	37.3	42.4	25.0
UNI	28.1	<b>26.0</b>	27.8	21.2	30.8	26.6	24.7	26.5	22.2
UN Agraria	12.3	<b>14.7</b>	13.1	18.8	12.8	13.8	15.9	16.5	4.2
UN Federico Villarreal	2.7	<b>4.2</b>	4.8	2.4	7.7	2.8	5.2	4.7	1.4
UN Piura	2.9	<b>4.0</b>	4.4	3.0	0.0	3.8	4.8	2.9	8.3
UN San Agustin	2.3	<b>2.3</b>	2.3	2.4	2.6	2.1	2.6	1.4	9.7
UNTrujillo	2.3	<b>1.8</b>	2.1	1.2	2.6	1.7	1.8	1.0	8.3
UN Pedro Ruiz Gallo	0.6	<b>1.0</b>	1.4	0.0	0.0	2.1	0.0	0.2	6.9
UN San Antonio Abad	1.2	<b>1.0</b>	0.7	1.8	0.0	1.0	1.1	0.2	6.9
UN Cajamarca	0.6	<b>0.7</b>	0.7	0.6	0.0	0.3	1.1	0.0	5.6
Otras marcas	2.9	<b>1.8</b>	2.3	0.6	0.0	1.4	2.6	2.2	0.0
Ninguna / NC	13.3	<b>2.3</b>	2.5	1.8	2.6	1.7	3.0	2.2	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# EDUCACIÓN / UNIVERSIDADES PRIVADAS



PONTIFICIA  
UNIVERSIDAD  
CATÓLICA  
DEL PERÚ



UNIVERSIDAD  
DEL PACÍFICO



UNIVERSIDAD  
DE LIMA



## 38. EDUCACIÓN / UNIVERSIDADES PRIVADAS

### 38. EDUCACIÓN / UNIVERSIDADES PRIVADAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
PUCP	15.8	<b>21.9</b>	22.1	21.6	12.5	23.4	21.7	20.7	29.2
Pacífico	18.3	<b>21.9</b>	21.1	24.0	15.0	23.8	21.0	22.9	15.3
Lima	15.4	<b>18.9</b>	18.6	19.8	32.5	18.3	17.6	20.5	6.9
UPC	11.9	<b>7.5</b>	7.6	7.2	7.5	9.0	5.9	8.6	1.4
Piura	4.4	<b>5.6</b>	6.0	4.8	5.0	3.1	8.5	4.9	12.5
Cayetano Heredia	5.6	<b>4.3</b>	4.4	4.2	5.0	3.8	4.8	4.1	4.2
San Martín de Porres	2.7	<b>3.5</b>	3.9	2.4	7.5	2.8	3.7	3.5	4.2
ESAN	4.6	<b>2.7</b>	2.5	3.0	5.0	1.7	3.3	2.3	2.8
UTP	2.9	<b>2.0</b>	1.8	2.4	2.5	2.8	1.1	2.0	2.8
Científica del Sur	1.7	<b>1.8</b>	1.6	2.4	0.0	1.7	2.2	2.1	0.0
Otras marcas	11.1	<b>8.8</b>	9.4	7.2	5.0	9.7	8.5	7.2	20.8
Ninguna / NC	5.6	<b>1.0</b>	0.9	1.2	2.5	0.0	1.8	1.2	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## EDUCACIÓN / INSTITUTOS



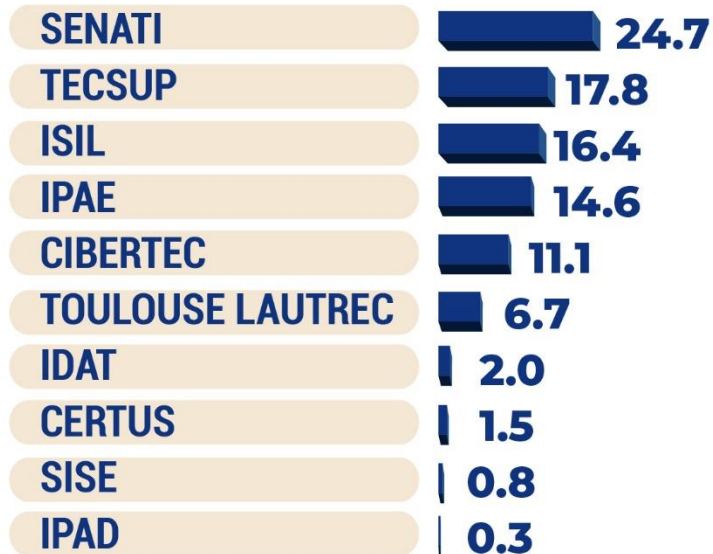
 **SENATI**



 **TECSUP**



 **ISIL**



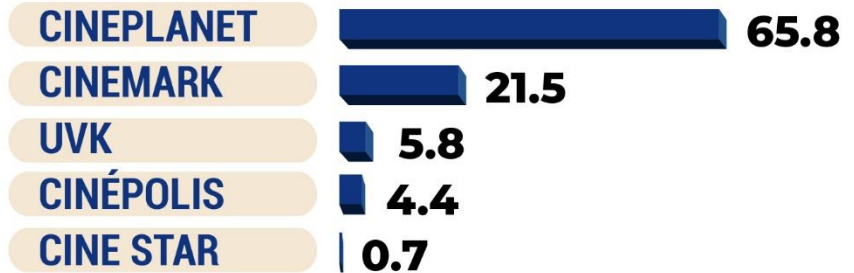
## 39. EDUCACIÓN / INSTITUTOS

### 39. EDUCACIÓN / INSTITUTOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
SENATI	23.9	<b>24.7</b>	25.8	21.8	25.0	24.3	25.0	20.5	50.7
TECSUP	14.7	<b>17.8</b>	19.7	12.7	12.5	15.6	20.9	17.4	18.3
ISIL	11.6	<b>16.4</b>	13.7	23.6	27.5	17.7	13.4	18.3	5.6
IPAE	11.2	<b>14.6</b>	15.5	12.1	7.5	13.9	16.4	15.6	11.3
CIBERTEC	10.4	<b>11.1</b>	11.6	9.7	15.0	13.2	8.2	12.0	4.2
Toulouse Lautrec	6.2	<b>6.7</b>	5.1	10.9	2.5	8.0	6.0	6.9	4.2
IDAT	1.9	<b>2.0</b>	2.3	1.2	0.0	2.4	1.9	1.8	2.8
CERTUS	1.4	<b>1.5</b>	1.4	1.8	0.0	1.7	1.5	1.4	2.8
SISE	1.7	<b>0.8</b>	0.5	1.8	0.0	0.7	1.1	1.0	0.0
IPAD	0.8	<b>0.3</b>	0.5	0.0	0.0	0.7	0.0	0.4	0.0
Otras marcas	3.1	<b>1.0</b>	0.9	1.2	2.5	1.0	0.7	1.2	0.0
Ninguna / NC	13.1	<b>3.0</b>	3.0	3.0	7.5	0.7	4.9	3.6	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ENTRETENIMIENTO

# ENTRETENIMIENTO / CINES



## 40. ENTRETENIMIENTO / CINES

### 40. ENTRETENIMIENTO / CINES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Cineplanet	60.1	<b>65.8</b>	66.4	64.2	70.0	62.3	68.8	66.1	66.2
Cinemark	17.2	<b>21.5</b>	20.2	24.8	17.5	24.3	19.2	21.6	19.7
UVK	7.2	<b>5.8</b>	6.4	4.2	0.0	6.0	6.4	5.6	4.2
Cinépolis	3.5	<b>4.4</b>	4.5	4.2	10.0	4.9	3.0	4.4	5.6
Cine Star	0.8	<b>0.7</b>	0.5	1.2	2.5	1.1	0.0	0.6	1.4
Ninguna / NC	11.2	<b>1.9</b>	2.1	1.2	0.0	1.4	2.6	1.8	2.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ENTRETENIMIENTO / STREAMING



**NETFLIX**

NETFLIX 72.8



**HBOmax**

MAX 7.5

AMAZON PRIME 6.5

STAR PLUS 5.1

DISNEY PLUS 3.7

APPLE TV+ 2.2

CABLE GO 0.2

CRUNCHYROLL 0.2



**amazon prime**



## 41. ENTRETENIMIENTO / STREAMING

### 41. ENTRETENIMIENTO / STREAMING

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Netflix	69.2	<b>72.8</b>	70.0	79.8	62.5	69.6	77.7	73.8	70.4
Max	7.8	<b>7.5</b>	8.1	6.0	12.5	8.0	6.2	7.6	4.2
Amazon Prime	5.0	<b>6.5</b>	6.0	7.7	15.0	7.6	4.0	5.5	8.5
Star Plus	3.5	<b>5.1</b>	6.5	1.8	2.5	5.2	5.5	5.5	4.2
Disney Plus	2.7	<b>3.7</b>	4.8	0.6	2.5	4.8	2.6	3.5	5.6
Apple TV+	2.5	<b>2.2</b>	2.1	2.4	0.0	3.1	1.5	1.8	4.2
Cable Go	0.0	<b>0.2</b>	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Crunchyroll	0.0	<b>0.2</b>	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Otras marcas	0.8	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	8.5	<b>2.0</b>	2.3	1.2	5.0	1.0	2.6	2.0	2.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# ENTRETENIMIENTO / DISCOTECAS



SARGENTO PIMIENTA

22.2



BARRANCO BAR

19.8

GÓTICA CLUB

8.0

MANGOS DISCO CLUB

7.9

LA CASONA

7.5

LA CASA DE OSMA

5.0

LA CASA DE LA SALSA

4.9

ELEPHANT ROOFTOP

2.6

CÉNTRICA CLUB

1.3

THE BLOOD

0.6



## 42. ENTRETENIMIENTO / DISCOTECAS

### 42. ENTRETENIMIENTO / DISCOTECAS

	2024	SEXO		EDAD			ZONA	
		Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Sargento Pimienta	<b>22.2</b>	22.8	20.8	21.1	19.2	25.8	25.3	6.3
Barranco Bar	<b>19.8</b>	19.4	20.8	21.1	20.7	18.6	18.7	26.6
Gótica Club	<b>8.0</b>	8.0	8.1	10.5	8.8	6.8	7.5	14.1
Mangos Disco Club	<b>7.9</b>	8.8	5.4	7.9	6.9	8.9	7.7	9.4
La Casona	<b>7.5</b>	8.3	5.4	5.3	6.9	8.5	6.4	14.1
La Casa de Osma	<b>5.0</b>	4.1	7.4	5.3	5.7	4.2	5.3	3.1
La Casa de la Salsa	<b>4.9</b>	5.2	4.0	10.5	5.0	3.8	5.1	3.1
Elephant Rooftop	<b>2.6</b>	2.6	2.7	2.6	3.8	1.3	2.6	1.6
Céntrica Club	<b>1.3</b>	1.8	0.0	5.3	1.9	0.0	0.9	3.1
The Blood	<b>0.6</b>	0.8	0.0	0.0	0.8	0.4	0.7	0.0
Otras marcas	<b>2.6</b>	2.1	4.0	5.3	3.4	1.3	2.6	1.6
Ninguna / NC	<b>17.6</b>	16.1	21.5	5.3	16.9	20.3	17.4	17.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# **GASOLINERAS**

# GASOLINERAS / GASOLINERAS



PRIMAX

46.7



REPSOL

24.9

PETROPERÚ

16.6

PECSA

5.9

AVA

3.3

TERPEL

0.5

GO

0.2

KIO

0.2



## 43. GASOLINERAS / GASOLINERAS

### 43. GASOLINERAS / GASOLINERAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Primax	44.1	<b>46.7</b>	44.6	52.1	52.5	47.2	45.2	47.0	46.5
Repsol	26.0	<b>24.9</b>	24.9	24.8	17.5	24.7	26.3	26.1	16.9
Petroperú	15.9	<b>16.6</b>	19.4	9.1	20.0	16.7	15.9	14.7	25.4
Pecsa	3.5	<b>5.9</b>	6.2	4.8	2.5	5.2	7.0	5.7	7.0
AVA	0.6	<b>3.3</b>	3.2	3.6	2.5	4.2	2.6	3.7	1.4
Terpel	1.9	<b>0.5</b>	0.2	1.2	0.0	0.3	0.7	0.6	0.0
Go	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Kio	0.4	<b>0.2</b>	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.8	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	6.8	<b>1.8</b>	1.2	3.6	5.0	1.7	1.5	1.8	2.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# HOTELES

# HOTELES / HOTELES





## 44. HOTELES / HOTELES

### 44. HOTELES / HOTELES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Casa Andina	20.2	<b>23.4</b>	23.2	24.0	40.0	21.6	22.8	22.0	35.2
JW Marriott	14.7	<b>15.3</b>	18.0	8.4	2.5	16.0	16.5	15.3	15.5
Westin	10.6	<b>13.1</b>	11.0	18.6	17.5	15.0	10.5	14.7	2.8
Country Club	7.0	<b>7.1</b>	6.8	7.8	2.5	7.0	7.9	7.7	4.2
Hilton	6.5	<b>7.1</b>	6.3	9.0	10.0	8.7	4.9	6.9	8.5
Belmond Hotel Monasterio	8.0	<b>6.7</b>	5.2	10.8	0.0	6.3	8.2	6.5	7.0
Swissotel	3.1	<b>6.1</b>	7.0	3.6	10.0	3.8	7.9	6.5	4.2
Belmond Miraflores Park	3.5	<b>5.1</b>	5.2	4.8	0.0	5.6	5.2	5.2	1.4
Los Delfines	3.5	<b>3.5</b>	2.8	5.4	2.5	5.2	1.9	3.8	2.8
Aranwa	3.3	<b>2.2</b>	1.9	3.0	2.5	2.8	1.5	2.4	0.0
Otras marcas	10.0	<b>7.9</b>	9.8	3.0	7.5	5.6	10.5	6.3	15.5
Ninguna / NC	9.6	<b>2.5</b>	2.8	1.8	5.0	2.4	2.2	2.6	2.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# MEDIOS

## MEDIOS / DIARIOS



**El Comercio**

EL COMERCIO 36.7

GESTIÓN 20.1

EXPRESO 16.0

LA REPÚBLICA 8.6

PERÚ21 4.9

EL PERUANO 3.4

CORREO 2.4

EXITOSA 1.5

TROME 1.5



**GESTIÓN**



**Expreso**

## 45. MEDIOS / DIARIOS

### 45. MEDIOS / DIARIOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
El Comercio	34.6	<b>36.7</b>	34.3	42.9	30.8	40.1	33.8	37.3	27.8
Gestión	18.2	<b>20.1</b>	21.7	16.0	28.2	22.0	16.9	21.5	13.9
Expreso	12.5	<b>16.0</b>	18.9	8.6	10.3	9.1	24.4	16.3	13.9
La República	6.3	<b>8.6</b>	8.6	8.6	10.3	9.4	7.5	7.4	18.1
Perú21	4.5	<b>4.9</b>	4.9	4.9	0.0	4.9	5.6	5.2	2.8
El Peruano	3.2	<b>3.4</b>	2.1	6.7	10.3	3.1	2.6	2.6	8.3
Correo	1.6	<b>2.4</b>	2.3	2.5	2.6	3.8	0.8	1.8	5.6
Exitosa	1.6	<b>1.5</b>	1.4	1.8	0.0	1.7	1.5	1.2	4.2
Trome	2.0	<b>1.5</b>	0.9	3.1	0.0	1.7	1.5	1.8	0.0
Otras marcas	1.7	<b>1.2</b>	1.4	0.6	0.0	0.7	1.9	1.0	2.8
Ninguna / NC	13.8	<b>3.7</b>	3.5	4.3	7.7	3.5	3.4	4.0	2.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# MEDIOS / RADIOS INFORMATIVAS



RPP 54.9



PBO 27.0



EXITOSA 9.2

IDEELE RADIO 3.2

RADIO NACIONAL 1.5

RADIO SANTA ROSA 1.2

RADIO SAN BORJA 0.9

## 46. MEDIOS / RADIOS INFORMATIVAS

### 46. MEDIOS / RADIOS INFORMATIVAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
RPP	52.4	<b>54.9</b>	53.3	59.1	65.8	57.2	50.9	56.6	45.1
PBO	22.3	<b>27.0</b>	30.7	17.7	7.9	21.8	35.5	27.2	25.4
Exitosa	10.5	<b>9.2</b>	9.0	9.8	13.2	12.3	5.3	7.8	19.7
IDEELE Radio	0.0	<b>3.2</b>	2.6	4.9	7.9	3.2	2.6	3.0	4.2
Radio Nacional	1.4	<b>1.5</b>	0.9	3.0	2.6	1.8	1.1	1.4	2.8
Radio Santa Rosa	0.0	<b>1.2</b>	0.7	2.4	0.0	1.4	1.1	1.2	1.4
Radio San Borja	0.0	<b>0.9</b>	0.9	0.6	0.0	1.1	0.8	0.6	1.4
Ninguna / NC	13.4	<b>2.0</b>	1.9	2.4	2.6	1.4	2.6	2.2	0.0
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# MEDIOS/ RADIOS MUSICALES



## 47. MEDIOS / RADIOS MUSICALES

### 47. MEDIOS / RADIOS MUSICALES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Oxígeno	21.5	<b>17.6</b>	18.2	15.9	15.4	23.3	11.7	16.7	25.0
Mágica	11.3	<b>14.9</b>	15.7	12.8	0.0	11.5	20.7	16.7	2.8
Doble Nueve	8.3	<b>6.6</b>	8.2	2.4	12.8	8.7	3.4	7.2	1.4
La Inolvidable	7.7	<b>6.6</b>	8.2	2.4	0.0	4.5	9.8	5.4	13.9
Felicidad	6.3	<b>6.4</b>	6.5	6.1	7.7	4.5	8.3	7.0	4.2
Ritmo Romántica	2.8	<b>5.7</b>	4.7	8.5	0.0	4.2	8.3	4.6	11.1
Studio 92	6.3	<b>5.6</b>	4.4	8.5	17.9	6.6	2.6	5.6	4.2
Planeta	3.4	<b>5.2</b>	4.7	6.7	10.3	7.0	2.6	6.2	0.0
Panamericana	3.8	<b>4.6</b>	4.4	4.9	5.1	2.4	6.8	4.0	6.9
Corazón	2.0	<b>3.4</b>	2.8	4.9	0.0	3.8	3.4	3.2	4.2
Otras marcas	16.2	<b>21.3</b>	20.8	22.6	25.6	22.3	19.5	21.1	25.0
Ninguna / NC	10.4	<b>2.2</b>	1.4	4.3	5.1	1.0	3.0	2.4	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# MEDIOS / TELEVISORAS INFORMATIVAS EN CABLE



 willax

WILLAX 31.6



caNal

CANAL N 31.3



 RPP

RPP 16.3

PBO 11.4

EXITOSA 5.4

CANAL B 0.3

SOL TV 0.2

## 48. MEDIOS / TELEVISORAS INFORMATIVAS EN CABLE

### 48. MEDIOS / TELEVISORAS INFORMATIVAS EN CABLE

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Willax	37.5	<b>31.6</b>	33.2	27.6	12.8	31.1	35.0	30.7	33.8
Canal N	26.1	<b>31.3</b>	30.8	32.5	30.8	31.8	30.8	32.9	22.5
RPP	14.1	<b>16.3</b>	15.1	19.6	41.0	19.1	9.8	15.8	18.3
PBO	3.4	<b>11.4</b>	11.8	10.4	5.1	9.2	14.7	12.4	7.0
Exitosa	4.0	<b>5.4</b>	5.9	4.3	2.6	5.3	6.0	4.0	15.5
Canal B	0.0	<b>0.3</b>	0.5	0.0	0.0	0.0	0.8	0.4	0.0
Sol TV	0.0	<b>0.2</b>	0.2	0.0	2.6	0.0	0.0	0.0	1.4
Ninguna / NC	14.9	<b>3.4</b>	2.6	5.5	5.1	3.5	3.0	3.8	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

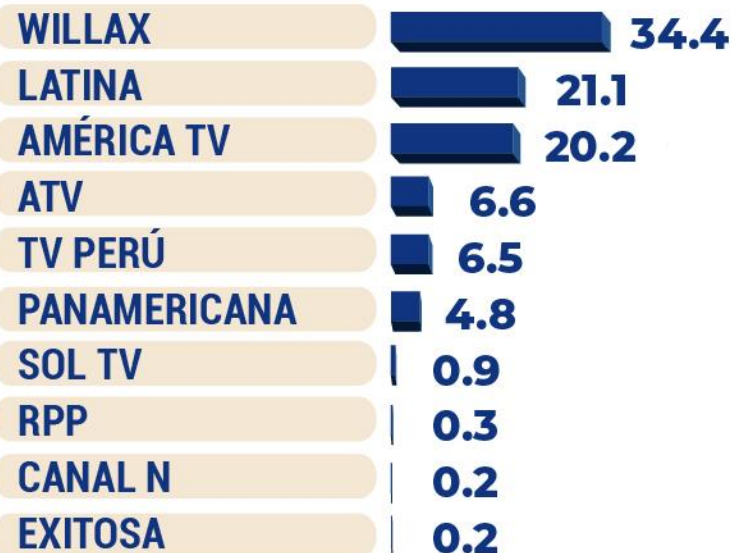
# MEDIOS / TELEVISORAS DE PROGRAMACIÓN GENERAL



 willax



 américa



## 49. MEDIOS / TELEVISORAS DE PROGRAMACIÓN GENERAL

### 49. MEDIOS / TELEVISORAS DE PROGRAMACIÓN GENERAL

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Willax	23.3	<b>34.4</b>	36.6	28.4	12.8	29.4	43.0	35.9	26.4
Latina	17.8	<b>21.1</b>	21.1	21.0	33.3	25.9	14.1	21.4	18.1
América TV	17.8	<b>20.2</b>	19.5	22.2	28.2	20.6	18.6	20.6	19.4
ATV	6.3	<b>6.6</b>	5.2	10.5	2.6	7.3	6.5	5.6	13.9
TV Perú	2.2	<b>6.5</b>	7.3	4.3	7.7	4.5	8.4	5.6	9.7
Panamericana	3.6	<b>4.8</b>	5.2	3.7	2.6	5.9	3.8	4.4	5.6
Sol TV	0.4	<b>0.9</b>	0.9	0.6	2.6	1.0	0.4	0.4	2.8
RPP	0.0	<b>0.3</b>	0.2	0.6	0.0	0.3	0.4	0.4	0.0
Canal N	0.4	<b>0.2</b>	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Exitosa	0.0	<b>0.2</b>	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.7	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	27.5	<b>4.9</b>	4.0	7.4	10.3	4.9	4.2	5.2	4.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# RESTAURANTES

# RESTAURANTES / MEJOR RESTAURANTE PERUANO



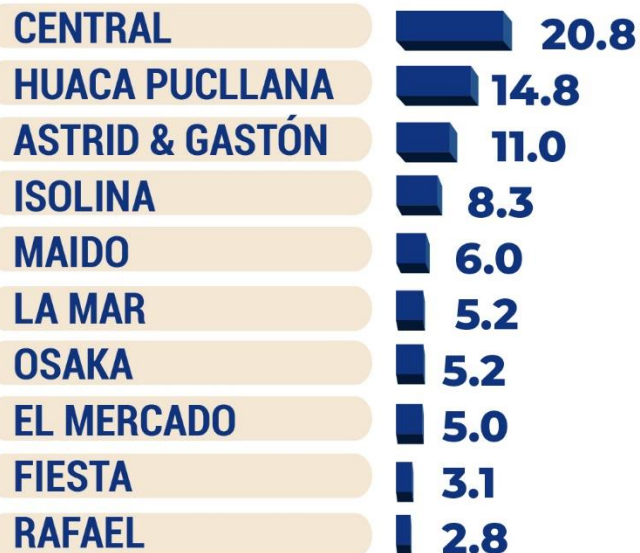
CENTRAL



HUACA  
PUCLLANA  
RESTAURANTE



Astrid & Gastón



## 50. RESTAURANTES / MEJOR RESTAURANTE PERUANO

### 50. RESTAURANTES / MEJOR RESTAURANTE PERUANO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Central	18.4	<b>20.8</b>	19.2	25.0	46.2	26.3	11.1	22.0	17.1
Huaca Pucllana	9.0	<b>14.8</b>	16.6	10.0	0.0	12.5	19.5	15.4	12.9
Astrid & Gastón	10.6	<b>11.0</b>	11.6	9.4	12.8	11.4	10.3	8.7	27.1
Isolina	3.5	<b>8.3</b>	8.8	6.9	5.1	5.7	11.5	8.7	2.9
Maido	7.0	<b>6.0</b>	6.2	5.6	10.3	4.3	7.3	6.5	4.3
La Mar	4.3	<b>5.2</b>	4.8	6.3	0.0	4.3	6.9	4.7	5.7
Osaka	3.9	<b>5.2</b>	5.2	5.0	5.1	6.8	3.4	5.9	0.0
El Mercado	2.7	<b>5.0</b>	4.3	6.9	5.1	6.0	3.8	4.7	4.3
Fiesta	4.1	<b>3.1</b>	3.8	1.3	2.6	3.2	3.1	2.8	5.7
Rafael	1.4	<b>2.8</b>	2.9	2.5	0.0	2.8	3.1	2.8	2.9
Otras marcas	16.1	<b>13.9</b>	12.1	18.8	7.7	12.5	16.5	14.0	10.0
Ninguna / NC	19.0	<b>4.0</b>	4.5	2.5	5.1	4.3	3.4	3.7	7.1
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## RESTAURANTES / COMIDA CRIOLLA



EL BOLIVARIANO 15.0



ISOLINA 14.9



PANCHITA 14.7

JOSÉ ANTONIO 13.5

FIESTA 9.5

EL RINCÓN QUE NO CONOCES 9.3

HUACA PUCLLANA 7.1

TANTA 5.9

SEÑORÍO DE SULCO 5.2

QUEIROLO 0.3



## 51. RESTAURANTES / COMIDA CRIOLLA

### 51. RESTAURANTES / COMIDA CRIOLLA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
El Bolivariano	12.5	<b>15.0</b>	16.3	11.8	15.4	15.4	14.6	15.4	13.2
Isolina	14.1	<b>14.9</b>	14.1	16.8	20.5	13.6	15.4	15.4	7.4
Panchita	13.3	<b>14.7</b>	12.9	19.3	23.1	11.8	16.5	15.6	10.3
José Antonio	12.9	<b>13.5</b>	14.1	11.8	5.1	12.1	16.2	13.6	8.8
Fiesta	5.9	<b>9.5</b>	9.3	9.9	5.1	11.1	8.5	9.1	11.8
El Rincón que no Conoces	8.6	<b>9.3</b>	10.3	6.8	10.3	9.6	8.8	9.9	7.4
La Huaca	4.9	<b>7.1</b>	6.7	8.1	10.3	10.4	3.1	6.1	14.7
Tanta	8.8	<b>5.9</b>	5.7	6.2	7.7	6.1	5.4	5.5	10.3
Señorío de Sulco	4.5	<b>5.2</b>	5.3	5.0	0.0	4.6	6.5	5.3	4.4
Queirolo	0.0	<b>0.3</b>	0.5	0.0	0.0	0.0	0.8	0.4	0.0
Otras marcas	2.6	<b>1.6</b>	1.9	0.6	0.0	2.1	1.2	1.2	4.4
Ninguna / NC	11.9	<b>3.1</b>	2.9	3.7	2.6	3.2	3.1	2.4	7.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# RESTAURANTES / COMIDA MARINA



PESCADOS  
CAPITALES

EST. 2001  
LIMA - PERÚ



la  
mar



COSTANERA 700  
RESTAURANTE

PESCADOS CAPITALES 12.5

LA MAR 12.1

COSTANERA 700 11.9

SEÑOR LIMÓN 11.6

EMBARCADERO 41 10.0

PUNTO AZUL 6.6

SEGUNDO MUELLE 5.9

LA PICANTERÍA 4.5

PUNTA SAL 4.5

TERMINAL PESQUERO 3.1

## 52. RESTAURANTES / COMIDA MARINA

### 52. RESTAURANTES / COMIDA MARINA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Pescados Capitales	10.2	<b>12.5</b>	11.2	15.7	17.9	11.0	13.2	13.0	7.2
La Mar	10.0	<b>12.1</b>	12.4	11.3	15.4	12.4	11.3	12.2	8.7
Costanera 700	12.1	<b>11.9</b>	12.2	11.3	0.0	10.6	15.2	12.4	10.1
Señor Limón	10.4	<b>11.6</b>	11.9	10.7	15.4	9.6	13.2	12.2	10.1
Embarcadero 41	8.6	<b>10.0</b>	10.0	10.1	7.7	10.6	9.7	9.2	13.0
Punto Azul	5.3	<b>6.6</b>	6.9	5.7	12.8	7.1	5.1	6.3	8.7
Segundo Muelle	5.3	<b>5.9</b>	6.0	5.7	2.6	5.7	6.6	5.5	7.2
La Picantería	4.1	<b>4.5</b>	5.0	3.1	5.1	5.3	3.5	4.1	5.8
Punta Sal	3.7	<b>4.5</b>	5.3	2.5	0.0	4.6	5.1	4.3	7.2
Terminal Pesquero	2.2	<b>3.1</b>	2.6	4.4	2.6	2.8	3.5	3.7	0.0
Otras marcas	16.0	<b>12.1</b>	11.5	13.8	17.9	12.8	10.5	12.4	11.6
Ninguna / NC	12.1	<b>5.2</b>	5.0	5.7	2.6	7.4	3.1	4.7	10.1
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## RESTAURANTES / CARNES



EL HORNERO 26.6



EL CHARRÚA 17.1

LA CUADRA DE SALVADOR 8.3

LONGHORN 6.4

BACO Y VACA 6.2

LA CARRETA 5.2

AL ASADOR 4.5

COSTUMBRES ARGENTINAS 4.2

OSSO 3.6

EL PARRILLÓN DE PABLO PROFUMO 3.3

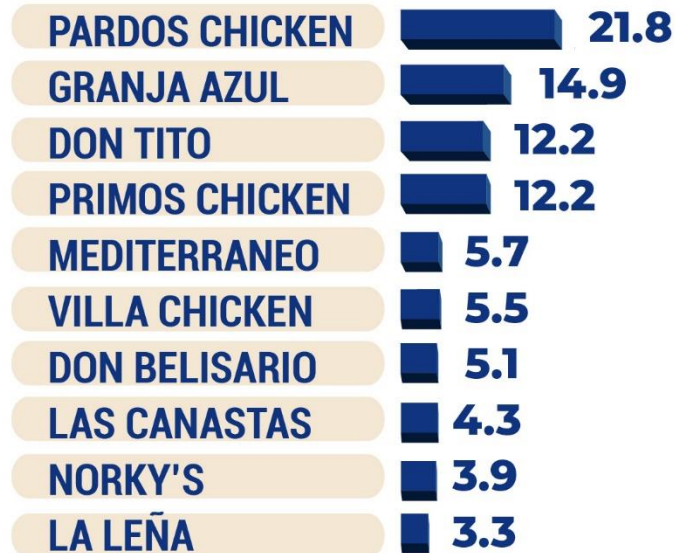


## 53. RESTAURANTES / CARNES

### 53. RESTAURANTES / CARNES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
EL Hornero	26.6	<b>26.6</b>	25.9	28.6	25.6	24.7	28.8	29.1	10.3
El Charrúa	16.2	<b>17.1</b>	18.0	14.9	17.9	14.9	19.3	18.9	7.4
La Cuadra de Salvador	8.4	<b>8.3</b>	7.0	11.8	5.1	10.9	6.1	8.7	2.9
LongHorn	6.3	<b>6.4</b>	6.5	6.2	5.1	8.4	4.5	6.1	8.8
Baco y Vaca	4.3	<b>6.2</b>	6.2	6.2	10.3	6.2	5.7	6.5	5.9
La Carreta	4.5	<b>5.2</b>	5.8	3.7	2.6	4.7	6.1	4.7	8.8
Al Asador	2.5	<b>4.5</b>	4.6	4.3	5.1	2.5	6.4	3.3	14.7
Costumbres Argentinas	2.2	<b>4.2</b>	4.3	3.7	7.7	4.7	3.0	3.0	8.8
Osso	4.1	<b>3.6</b>	4.1	2.5	5.1	4.0	3.0	3.0	5.9
El Parrillón de Pablo Profumo	1.2	<b>3.3</b>	3.6	2.5	0.0	3.3	3.8	2.8	5.9
Otras marcas	10.6	<b>10.6</b>	9.8	12.4	12.8	10.5	10.2	11.0	7.4
Ninguna / NC	13.1	<b>4.0</b>	4.3	3.1	2.6	5.1	3.0	2.8	13.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# RESTAURANTES / POLLO A LA BRASA



## 54. RESTAURANTES / POLLO A LA BRASA

### 54. RESTAURANTES / POLLO A LA BRASA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Pardos Chicken	20.7	<b>21.8</b>	23.3	17.9	23.1	19.5	24.0	20.6	24.6
Granja Azul	10.0	<b>14.9</b>	14.3	16.7	5.1	12.8	18.7	15.5	10.1
Don Tito	12.7	<b>12.2</b>	12.1	12.3	17.9	12.8	10.7	13.5	4.3
Primos Chicken	10.8	<b>12.2</b>	11.2	14.8	17.9	11.0	12.6	13.7	1.4
Meditaerraneo	5.1	<b>5.7</b>	5.5	6.2	5.1	5.7	5.7	5.4	7.2
Villa Chicken	6.3	<b>5.5</b>	4.0	9.3	7.7	7.1	3.4	6.0	2.9
Don Belisario	3.7	<b>5.1</b>	5.9	3.1	7.7	3.9	6.1	4.4	11.6
Las Canastas	4.9	<b>4.3</b>	4.8	3.1	2.6	5.3	3.4	3.8	7.2
Norky's	6.3	<b>3.9</b>	4.0	3.7	0.0	5.3	3.1	2.4	13.0
La Leña	4.7	<b>3.3</b>	2.9	4.3	5.1	3.9	2.3	3.2	4.3
Otras marcas	8.7	<b>8.7</b>	9.5	6.8	5.1	9.2	8.8	9.3	7.2
Ninguna / NC	6.1	<b>2.4</b>	2.6	1.9	2.6	3.5	1.1	2.0	5.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

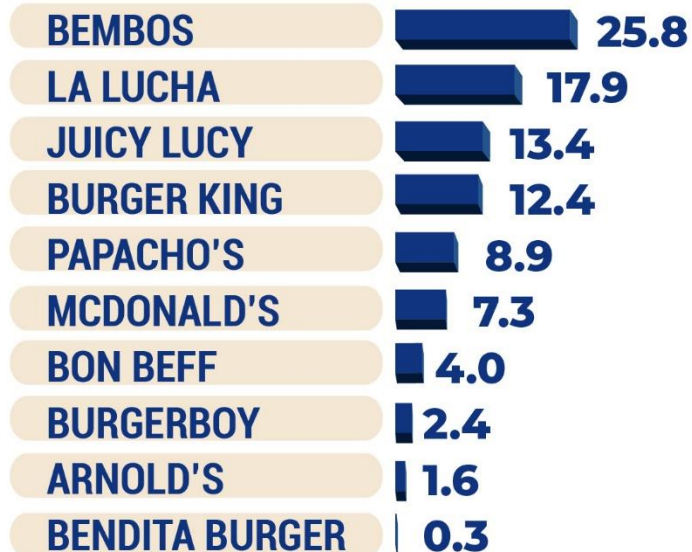
# RESTAURANTES / HAMBURGUESAS



**BEMBOS**



**JUICY LUCY**  
PRIME BURGERS





## 55. RESTAURANTES / HAMBURGUESAS

### 55. RESTAURANTES / HAMBURGUESAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Bembos	28.8	<b>25.8</b>	27.6	21.1	10.5	26.9	26.8	26.4	23.5
La Lucha	0.6	<b>17.9</b>	17.9	18.0	26.3	14.3	20.6	16.2	26.5
Juicy Lucy	14.7	<b>13.4</b>	12.6	15.5	18.4	12.5	13.6	15.0	2.9
Burger King	13.7	<b>12.4</b>	13.8	8.7	13.2	12.5	12.1	12.7	13.2
Papacho´s	9.8	<b>8.9</b>	6.5	14.9	10.5	9.0	8.6	9.4	1.5
McDonald´s	8.4	<b>7.3</b>	7.5	6.8	7.9	7.2	7.4	5.7	19.1
Bon Beff	5.3	<b>4.0</b>	3.6	5.0	2.6	3.9	4.3	4.3	0.0
BurgerBoy	0.4	<b>2.4</b>	2.7	1.9	5.3	2.9	1.6	2.7	1.5
Arnold´s	1.0	<b>1.6</b>	1.7	1.2	0.0	2.9	0.4	1.6	1.5
Bendita Burger	0.2	<b>0.3</b>	0.0	1.2	2.6	0.4	0.0	0.4	0.0
Otras marcas	2.4	<b>2.1</b>	2.4	1.2	0.0	2.9	1.6	2.3	1.5
Ninguna / NC	14.7	<b>3.8</b>	3.6	4.3	2.6	4.7	3.1	3.3	8.8
Base: Total de encuestados	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## RESTAURANTES / COMIDA ITALIANA



LA ROMANA 13.4



SAN CEFERINO 10.7



LA TRATTORIA DI MAMBRINO 9.3

PAPA JOHN'S 7.2

PIZZA HUT 6.5

LA BODEGA 6.0

LA LINTERNA 5.9

TROPPO RESTAURANT 5.9

ANTICA PIZZERIA 5.7

LA PICCOLINA 5.5

## 56. RESTAURANTES / COMIDA ITALIANA

### 56. RESTAURANTES / COMIDA ITALIANA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
La Romana	10.4	<b>13.4</b>	15.0	9.4	5.3	12.9	15.2	14.4	8.7
San Ceferino	7.2	<b>10.7</b>	10.5	11.3	10.5	9.6	11.8	11.3	4.3
La Trattoria di Mambrino	10.6	<b>9.3</b>	8.6	11.3	13.2	11.4	6.5	9.9	7.2
Papa John's	3.1	<b>7.2</b>	6.9	8.1	7.9	8.6	5.7	6.9	11.6
Pizza Hut	5.3	<b>6.5</b>	7.8	3.1	13.2	7.5	4.6	5.7	14.5
La Bodega	0.4	<b>6.0</b>	5.9	6.3	7.9	6.1	5.7	5.5	10.1
La Linterna	4.3	<b>5.9</b>	6.4	4.4	7.9	5.0	6.5	6.5	0.0
Troppo Restaurant	3.7	<b>5.9</b>	4.3	10.0	2.6	5.0	7.2	6.5	1.4
Antica Pizzeria	4.7	<b>5.7</b>	3.8	10.6	2.6	7.9	3.8	5.5	4.3
La Piccolina	3.9	<b>5.5</b>	5.5	5.6	2.6	5.7	5.7	5.9	2.9
Otras marcas	31.1	<b>18.4</b>	18.8	17.5	15.8	15.0	22.4	17.0	24.6
Ninguna / NC	15.3	<b>5.5</b>	6.7	2.5	10.5	5.4	4.9	5.1	10.1
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# RESTAURANTES / COMIDA CHINA



MADAM TUSAN 16.8



TITI 12.3



HOU WHA 11.6

WA LOK 10.6

CHINA WOK 8.3

LUNG FUNG 5.9

SAN JOY LAO 5.6

INTERNACIONAL 5.0

ROYAL 4.5

SALÓN CAPÓN 3.6

## 57. RESTAURANTES / COMIDA CHINA

### 57. RESTAURANTES / COMIDA CHINA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Madam Tusan	18.0	<b>16.8</b>	16.4	18.0	29.7	18.7	13.0	16.9	16.2
Titi	12.7	<b>12.3</b>	10.8	16.1	5.4	9.0	16.9	13.4	2.9
Hou Wha	9.8	<b>11.6</b>	11.8	11.2	10.8	7.6	16.1	12.6	4.4
Wa Lok	9.0	<b>10.6</b>	10.6	10.6	0.0	13.3	9.2	10.8	8.8
China Wok	9.0	<b>8.3</b>	8.4	8.1	10.8	12.6	3.4	7.3	16.2
Lung Fung	3.7	<b>5.9</b>	6.5	4.3	0.0	6.5	6.1	4.1	16.2
San Joy Lao	4.5	<b>5.6</b>	6.0	4.3	10.8	4.7	5.7	6.3	0.0
Internacional	3.5	<b>5.0</b>	6.5	1.2	5.4	3.2	6.9	4.9	7.4
Royal	4.9	<b>4.5</b>	4.1	5.6	5.4	4.0	5.0	4.7	2.9
Salón Capón	2.0	<b>3.6</b>	3.4	4.3	0.0	4.3	3.4	2.9	8.8
Otras marcas	11.7	<b>12.2</b>	11.3	14.3	18.9	12.6	10.7	13.2	7.4
Ninguna / NC	11.2	<b>3.5</b>	4.1	1.9	2.7	3.6	3.4	2.9	8.8
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

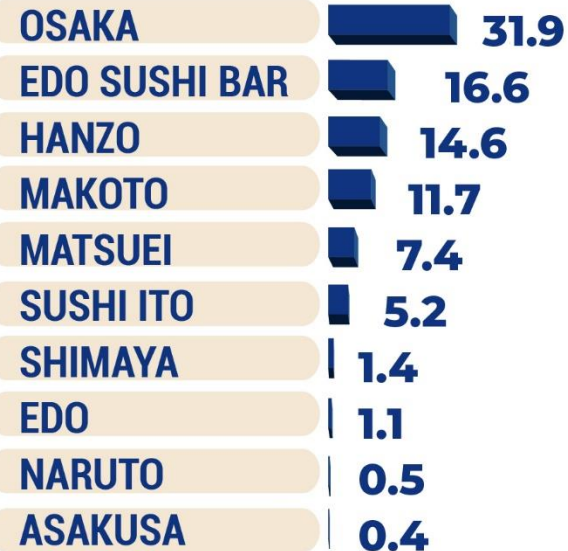
# RESTAURANTES / COMIDA JAPONESA



*Osaka*  
COCINA NIKKEI



**HANZO**  
PERUVIAN JAPANESE CUISINE



## 58. RESTAURANTES / COMIDA JAPONESA

### 58. RESTAURANTES / COMIDA JAPONESA

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Osaka	20.9	<b>31.9</b>	29.8	37.7	37.8	31.5	31.6	33.8	16.7
Edo Sushi Bar	13.7	<b>16.6</b>	16.0	18.2	21.6	18.4	14.0	16.7	15.2
Hanzo	10.4	<b>14.6</b>	16.3	10.4	5.4	15.7	14.8	15.2	10.6
Makoto	5.7	<b>11.7</b>	12.5	9.7	13.5	10.5	12.8	11.2	16.7
Matsuei	6.7	<b>7.4</b>	7.8	6.5	5.4	6.4	8.8	7.2	10.6
Sushi Ito	3.9	<b>5.2</b>	6.3	2.6	2.7	4.1	6.8	4.2	13.6
Shimaya	0.0	<b>1.4</b>	1.0	2.6	2.7	2.2	0.4	1.5	1.5
Edo	0.2	<b>1.1</b>	1.3	0.6	0.0	1.5	0.8	1.1	1.5
Naruto	0.2	<b>0.5</b>	0.3	1.3	0.0	0.7	0.4	0.6	0.0
Asakusa	0.0	<b>0.4</b>	0.3	0.6	0.0	0.7	0.0	0.4	0.0
Otras marcas	3.5	<b>2.2</b>	2.3	1.9	5.4	1.5	2.4	2.3	1.5
Ninguna / NC	34.8	<b>6.9</b>	6.5	7.8	5.4	6.7	7.2	5.7	12.1
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# RESTAURANTES / CAFÉS



SAN ANTONIO 27.4



DON MAMINO 11.0

STARBUCKS 10.6

SARCLETTI 7.0

GIANFRANCO 6.9

DOLCE CAPRICCIO 5.7

CAFÉ DE LIMA 5.5

LA BAGUETTE 4.3

DELICASS 3.4

4D 3.3





## 59. RESTAURANTES / CAFÉS

### 59. RESTAURANTES / CAFÉS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
San Antonio	25.8	<b>27.4</b>	28.7	24.1	23.7	24.3	31.3	29.7	16.2
Don Mamino	10.6	<b>11.0</b>	11.9	8.6	2.6	13.6	9.4	11.2	7.4
Starbucks	0.0	<b>10.6</b>	10.2	11.7	15.8	12.1	8.3	10.0	17.6
Sarcletti	7.8	<b>7.0</b>	7.8	4.9	10.5	5.4	8.3	6.4	10.3
Gianfranco	7.8	<b>6.9</b>	5.5	10.5	0.0	5.0	9.8	7.4	2.9
Dolce Capriccio	7.8	<b>5.7</b>	5.7	5.6	15.8	4.6	5.3	5.0	8.8
Café de Lima	3.9	<b>5.5</b>	5.0	6.8	10.5	5.4	4.9	6.0	1.5
La Baguette	4.7	<b>4.3</b>	4.8	3.1	7.9	3.9	4.2	4.2	4.4
Delicass	3.1	<b>3.4</b>	4.0	1.9	2.6	3.9	3.0	3.0	5.9
4d	3.7	<b>3.3</b>	3.1	3.7	0.0	3.6	3.4	3.6	1.5
Otras marcas	11.7	<b>11.5</b>	10.0	15.4	7.9	13.6	9.8	10.4	17.6
Ninguna / NC	13.1	<b>3.4</b>	3.3	3.7	2.6	4.6	2.3	3.0	5.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# SALUD

# SALUD / CLÍNICAS



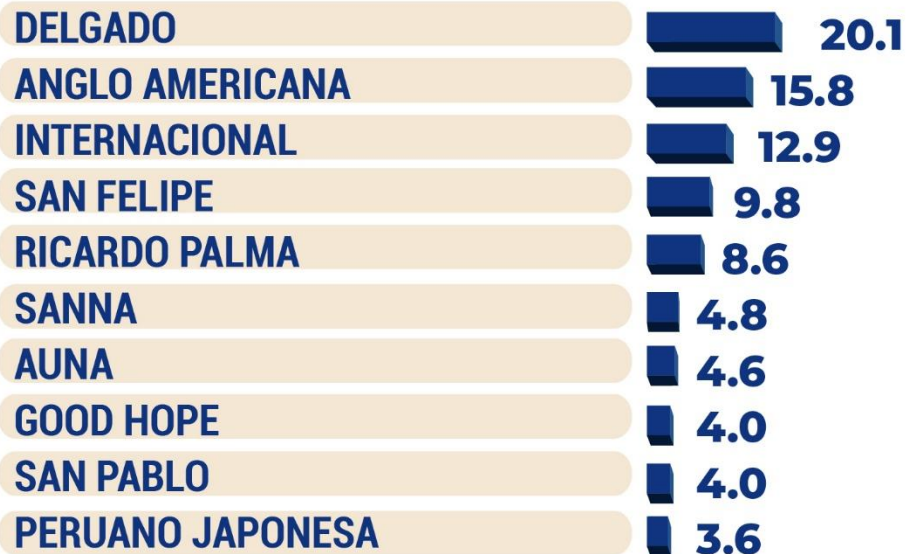
Clínica  
Delgado



CLINICA ANGLO AMERICANA



Clínica  
Internacional



## 60. SALUD / CLÍNICAS

### 60. SALUD / CLÍNICAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Delgado	20.0	<b>20.1</b>	18.8	23.8	43.2	20.8	16.2	20.6	16.2
Anglo Americana	11.6	<b>15.8</b>	14.3	20.0	10.8	17.2	15.1	15.6	16.2
Internacional	12.3	<b>12.9</b>	14.3	9.4	13.5	13.3	12.5	13.6	5.9
San Felipe	10.4	<b>9.8</b>	9.7	10.0	5.4	7.5	12.8	11.1	1.5
Ricardo Palma	8.1	<b>8.6</b>	9.0	7.5	8.1	8.2	9.1	8.7	5.9
Sanna	6.2	<b>4.8</b>	5.2	3.8	2.7	4.7	5.3	5.1	4.4
Auna	5.2	<b>4.6</b>	5.0	3.8	8.1	5.4	3.4	4.3	8.8
Good Hope	3.1	<b>4.0</b>	3.8	4.4	8.1	4.3	3.0	4.0	4.4
San Pablo	4.6	<b>4.0</b>	4.5	2.5	0.0	2.2	6.4	3.4	8.8
Peruano Japonesa	0.2	<b>3.6</b>	2.4	6.9	0.0	4.3	3.4	3.2	5.9
Otras marcas	8.7	<b>10.3</b>	11.4	7.5	0.0	10.0	12.1	9.3	19.1
Ninguna / NC	9.6	<b>1.4</b>	1.7	0.6	0.0	2.2	0.8	1.0	2.9
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# SALUD / FARMACIAS



INKAFARMA

41.5



MIFARMA

32.1

FARMACIA UNIVERSAL

12.7

BOTICAS & SALUD

6.8

BOTICAS PERÚ

4.2

HOGAR & SALUD

1.0

BOTICAS FELICIDAD

0.3

HOLLYWOOD

0.3



# 61. SALUD / FARMACIAS

## 61. SALUD / FARMACIAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Inkafarma	38.7	<b>41.5</b>	39.5	46.8	35.1	45.8	37.8	41.8	39.7
MiFarma	32.0	<b>32.1</b>	33.1	29.5	37.8	29.2	34.4	33.0	29.4
Farmacia Universal	6.9	<b>12.7</b>	13.3	10.9	8.1	10.8	15.3	13.0	8.8
Boticas & Salud	8.7	<b>6.8</b>	7.1	5.8	10.8	7.9	5.0	6.3	7.4
Boticas Perú	3.5	<b>4.2</b>	4.3	3.8	2.7	2.9	5.7	3.7	8.8
Hogar & Salud	0.4	<b>1.0</b>	1.2	0.6	0.0	1.8	0.4	0.8	1.5
Boticas Felicidad	1.5	<b>0.3</b>	0.5	0.0	0.0	0.7	0.0	0.0	2.9
Hollywood	0.0	<b>0.3</b>	0.0	1.3	2.7	0.4	0.0	0.2	1.5
Otras marcas	0.4	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	7.9	<b>1.0</b>	1.0	1.3	2.7	0.4	1.5	1.2	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# SALUD / GIMNASIOS



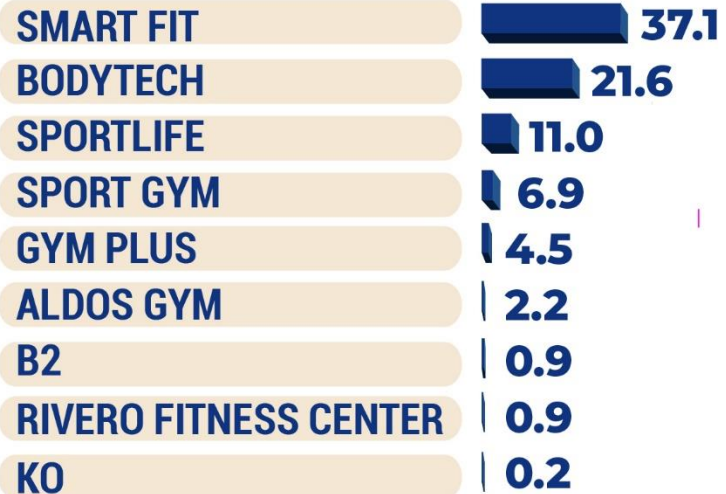
smart **fit**



 **BODYTECH**



 **SPORTLIFE**  
fitness club



## 62. SALUD / GIMNASIOS

### 62. SALUD / GIMNASIOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Smart Fit	23.5	<b>37.1</b>	37.9	35.1	59.5	40.5	29.8	39.0	29.0
Bodytech	14.9	<b>21.6</b>	21.4	22.1	24.3	20.2	22.7	21.6	25.8
Sportlife	5.6	<b>11.0</b>	11.0	11.0	2.7	11.5	11.8	11.5	3.2
Sport Gym	2.9	<b>6.9</b>	6.3	8.4	0.0	6.5	8.4	5.9	12.9
Gym Plus	1.6	<b>4.5</b>	5.5	1.9	2.7	3.1	6.3	3.9	8.1
Aldos Gym	0.5	<b>2.2</b>	2.3	1.9	0.0	2.3	2.5	1.7	1.6
B2	0.5	<b>0.9</b>	0.8	1.3	0.0	1.1	0.8	1.1	0.0
Rivero Fitness Center	0.5	<b>0.9</b>	1.0	0.6	0.0	1.1	0.8	0.4	4.8
KO	0.5	<b>0.2</b>	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Otras marcas	1.6	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	47.9	<b>14.7</b>	13.8	16.9	10.8	13.7	16.4	14.6	14.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# TECNOLOGÍA

# TECNOLOGÍA / CELULARES



APPLE 49.0



SAMSUNG

SAMSUNG 30.8



 xiaomi

XIAOMI 6.3

HUAWEI 5.0

MOTOROLA 3.9

LG 2.2

OPPO 1.5

HONOR 0.3

GOOGLE PIXEL 0.2

POCO 0.2

## 63. TECNOLOGÍA / CELULARES

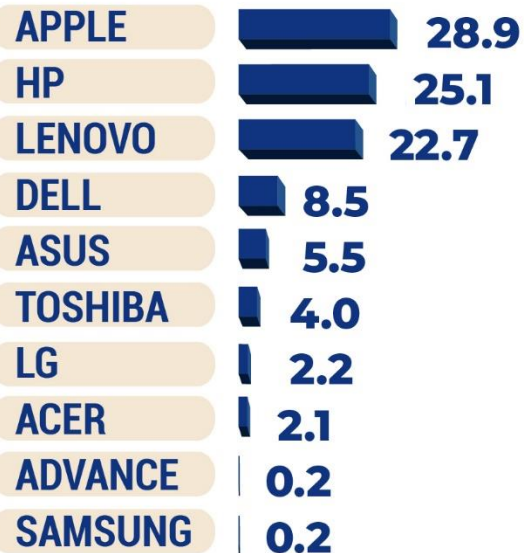
### 63. TECNOLOGÍA / CELULARES

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Apple	47.5	<b>49.0</b>	43.6	63.0	64.9	50.2	45.5	51.9	21.7
Samsung	25.7	<b>30.8</b>	33.2	24.7	16.2	29.0	34.8	29.4	44.9
Xiaomi	10.9	<b>6.3</b>	7.6	3.1	5.4	6.7	6.1	5.4	13.0
Huawei	5.4	<b>5.0</b>	5.5	3.7	2.7	5.7	4.5	4.6	8.7
Motorola	3.1	<b>3.9</b>	4.5	2.5	8.1	3.2	4.2	3.8	5.8
LG	2.5	<b>2.2</b>	2.4	1.9	0.0	2.8	1.9	2.2	1.4
Oppo	0.4	<b>1.5</b>	1.9	0.6	0.0	1.8	1.5	1.6	1.4
Honor	0.2	<b>0.3</b>	0.5	0.0	0.0	0.4	0.4	0.0	2.9
Google Pixel	0.0	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.2	0.0
Poco	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Otras marcas	1.8	<b>0.0</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	2.5	<b>0.5</b>	0.5	0.6	2.7	0.0	0.8	0.6	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TECNOLOGÍA / COMPUTADORAS



**Lenovo**



## 64. TECNOLOGÍA / COMPUTADORAS

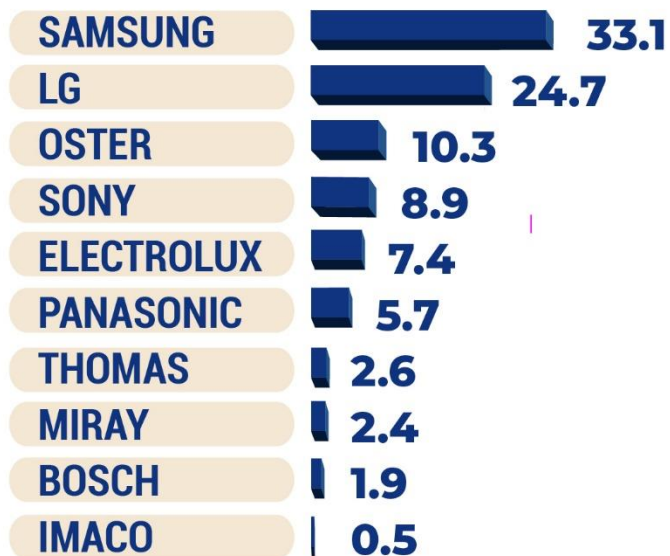
### 64. TECNOLOGÍA / COMPUTADORAS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Apple	26.9	<b>28.9</b>	27.8	31.7	35.1	27.4	29.6	29.7	19.1
HP	23.8	<b>25.1</b>	24.5	26.7	13.5	27.0	24.6	24.8	29.4
Lenovo	21.5	<b>22.7</b>	23.0	21.7	27.0	23.1	21.5	23.4	17.6
Dell	10.2	<b>8.5</b>	8.2	9.3	10.8	10.3	6.2	8.1	11.8
Asus	6.7	<b>5.5</b>	6.7	2.5	8.1	4.3	6.5	5.7	4.4
Toshiba	0.4	<b>4.0</b>	4.1	3.7	2.7	3.6	4.6	3.0	11.8
LG	2.5	<b>2.2</b>	2.2	2.5	0.0	1.1	3.8	2.4	1.5
Acer	3.1	<b>2.1</b>	2.4	1.2	0.0	2.1	2.3	1.8	2.9
Advance	0.0	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.2	0.0
Samsung	0.0	<b>0.2</b>	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.7	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.0	1.5
Ninguna / NC	4.2	<b>0.5</b>	0.5	0.6	2.7	0.4	0.4	0.6	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TECNOLOGÍA / ELECTRODOMÉSTICOS



**SAMSUNG**



## 65. TECNOLOGÍA / ELECTRODOMÉSTICOS

### 65. TECNOLOGÍA / ELECTRODOMÉSTICOS

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Samsung	37.8	<b>33.1</b>	35.4	27.2	37.8	33.9	31.6	34.1	30.4
LG	23.0	<b>24.7</b>	25.9	21.6	29.7	24.0	24.7	22.6	37.7
Óster	11.3	<b>10.3</b>	8.6	14.8	10.8	12.4	8.0	10.1	13.0
Sony	11.3	<b>8.9</b>	9.3	8.0	8.1	7.8	10.3	8.9	5.8
Electrolux	4.6	<b>7.4</b>	7.1	8.0	2.7	6.4	9.1	8.1	2.9
Panasonic	5.4	<b>5.7</b>	5.2	6.8	0.0	4.6	7.6	5.6	4.3
Thomas	1.0	<b>2.6</b>	2.1	3.7	0.0	2.8	2.7	2.8	1.4
Miray	0.4	<b>2.4</b>	2.1	3.1	2.7	2.8	1.9	2.6	1.4
Bosch	0.4	<b>1.9</b>	1.4	3.1	2.7	2.8	0.8	2.0	1.4
Imaco	0.8	<b>0.5</b>	0.5	0.6	0.0	0.4	0.8	0.6	0.0
Otras marcas	0.9	<b>0.5</b>	0.2	1.2	2.7	0.7	0.0	0.6	0.0
Ninguna / NC	3.1	<b>2.1</b>	2.1	1.9	2.7	1.4	2.7	2.0	1.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TELECOMUNICACIONES



# TELECOMUNICACIONES / CABLE



MOVISTAR 39.1



CLARO 21.2

DIRECT TV 20.5



WIN 8.2

ENTEL 6.8

BITEL 1.6

BEST CABLE 0.2

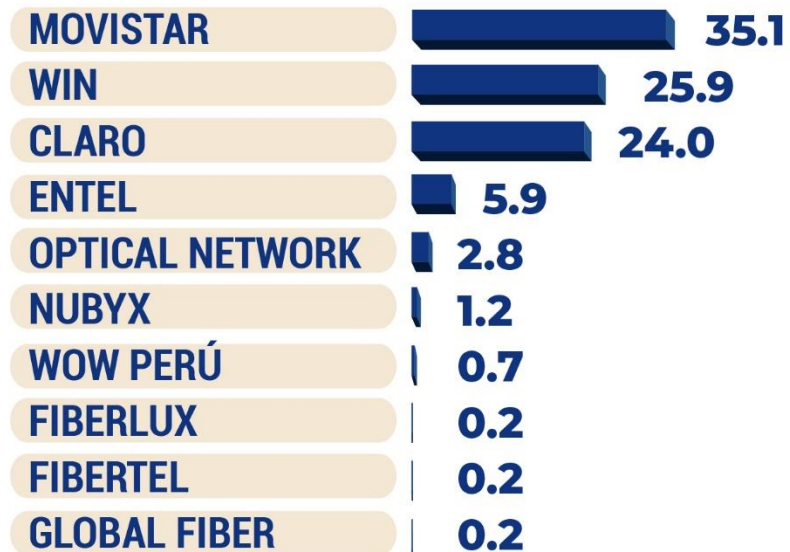
FIBERTEL 0.2

## 66. TELECOMUNICACIONES / CABLE

### 66. TELECOMUNICACIONES / CABLE

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Movistar	33.5	<b>39.1</b>	40.3	35.8	37.8	31.2	47.5	41.0	29.9
Claro	14.5	<b>21.2</b>	22.5	17.6	18.9	22.8	19.8	18.4	41.8
Direct TV	18.1	<b>20.5</b>	19.9	22.0	29.7	25.0	14.4	21.8	9.0
Win	7.4	<b>8.2</b>	8.2	8.2	8.1	7.6	8.7	9.0	3.0
Entel	6.3	<b>6.8</b>	5.5	10.1	5.4	8.0	5.7	5.9	10.4
Bitel	0.4	<b>1.6</b>	1.4	1.9	0.0	1.4	1.9	1.0	6.0
Best Cable	0.2	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.2	0.0
Fibertel	0.4	<b>0.2</b>	0.0	0.6	0.0	0.4	0.0	0.2	0.0
Ninguna / NC	19.2	<b>2.4</b>	1.9	3.8	0.0	3.3	1.9	2.4	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TELECOMUNICACIONES / INTERNET



## 67. TELECOMUNICACIONES / INTERNET

### 67. TELECOMUNICACIONES / INTERNET

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Movistar	27.6	<b>35.1</b>	38.6	25.9	32.4	27.9	43.1	34.6	38.5
Win	22.9	<b>25.9</b>	24.0	31.0	27.0	31.9	19.5	29.1	4.6
Claro	21.3	<b>24.0</b>	22.5	27.8	29.7	23.6	23.7	21.4	43.1
Entel	6.9	<b>5.9</b>	5.8	6.3	5.4	5.8	6.1	5.5	6.2
Optical Network	1.3	<b>2.8</b>	3.1	1.9	0.0	2.9	3.1	3.1	0.0
Nubyx	1.3	<b>1.2</b>	1.4	0.6	0.0	1.4	1.1	1.2	1.5
Wow Perú	1.9	<b>0.7</b>	0.2	1.9	0.0	1.4	0.0	0.6	1.5
Fiberlux	0.0	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.2	0.0
Fibertel	0.2	<b>0.2</b>	0.0	0.6	0.0	0.4	0.0	0.2	0.0
Global Fiber	0.0	<b>0.2</b>	0.2	0.0	0.0	0.4	0.0	0.0	1.5
Otras marcas	1.9	<b>0.3</b>	0.5	0.0	0.0	0.4	0.4	0.2	1.5
Ninguna / NC	14.7	<b>3.5</b>	3.4	3.8	5.4	3.6	3.1	3.9	1.5
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TELECOMUNICACIONES / TELEFONÍA CELULAR



## 68. TELECOMUNICACIONES / TELEFONÍA CELULAR

### 68. TELECOMUNICACIONES / TELEFONÍA CELULAR

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Claro	35.8	<b>41.0</b>	39.9	43.8	51.4	43.8	36.5	41.2	40.3
Movistar	22.7	<b>29.2</b>	33.2	18.8	18.9	23.6	36.5	29.4	26.9
Entel	24.9	<b>24.1</b>	21.9	30.0	29.7	24.6	22.8	23.9	23.9
Bitel	2.5	<b>2.3</b>	1.9	3.1	0.0	2.9	1.9	1.6	7.5
Win	1.9	<b>1.6</b>	1.4	1.9	0.0	1.8	1.5	1.6	1.5
Wow Perú	0.6	<b>0.3</b>	0.2	0.6	0.0	0.4	0.4	0.4	0.0
Ninguna / NC	11.6	<b>1.6</b>	1.4	1.9	0.0	2.9	0.4	1.8	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TRANSPORTE DE PASAJEROS

# TRANSPORTE DE PASAJEROS / TERRESTRE



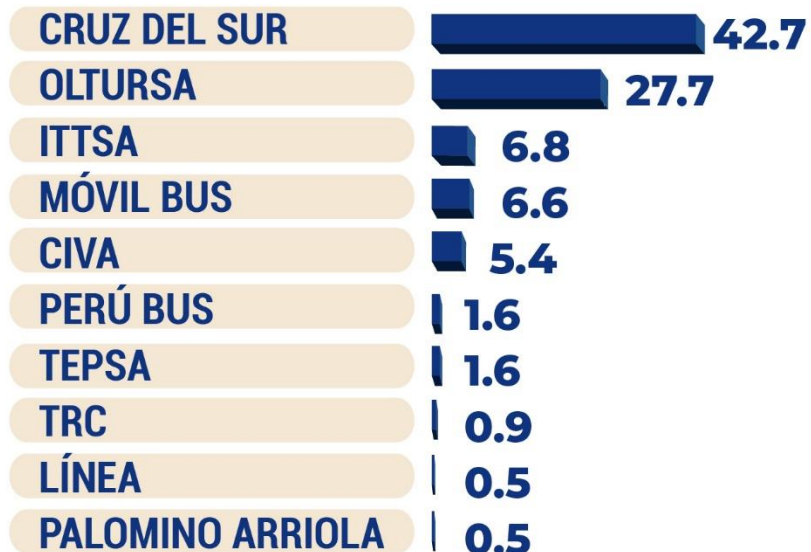
**CRUZ DEL SUR**  
¡El Placer de Viajar en Bus!



**Oltursa**  
Viaje seguro en primera clase



**ittsa bus**





## 69. TRANSPORTE DE PASAJEROS / TERRESTRE

### 69. TRANSPORTE DE PASAJEROS / TERRESTRE

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Cruz del Sur	38.9	<b>42.7</b>	44.0	39.2	52.8	38.4	45.8	44.8	28.8
OLTURSA	24.9	<b>27.7</b>	25.6	33.3	25.0	31.0	24.5	28.7	19.7
ITTSA	1.3	<b>6.8</b>	6.6	7.2	5.6	8.1	5.5	5.0	21.2
Móvil Bus	8.2	<b>6.6</b>	7.9	3.3	11.1	8.5	4.0	6.9	6.1
Civa	4.4	<b>5.4</b>	4.7	7.2	2.8	5.9	5.1	5.2	6.1
Perú Bus	0.4	<b>1.6</b>	1.5	2.0	0.0	1.8	1.6	1.9	0.0
TEPSA	1.1	<b>1.6</b>	1.5	2.0	0.0	0.7	2.8	1.5	3.0
TRC	0.2	<b>0.9</b>	1.2	0.0	0.0	1.5	0.4	0.4	4.5
Línea	0.0	<b>0.5</b>	0.5	0.7	0.0	0.0	1.2	0.2	3.0
Palomino Arriola	0.0	<b>0.5</b>	0.7	0.0	0.0	1.1	0.0	0.6	0.0
Otras marcas	3.1	<b>1.8</b>	2.2	0.7	0.0	1.1	2.8	1.0	4.5
Ninguna / NC	17.5	<b>3.9</b>	3.7	4.6	2.8	1.8	6.3	3.8	3.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# TRANSPORTE DE PASAJEROS / AÉREO



 **LATAM**



American Airlines 



  
**AIRFRANCE**

LATAM 60.3

AMERICAN AIRLINES 17.1

AIR FRANCE 5.2

AVIANCA 3.7

STAR PERÚ 3.7

SKY AIRLINES 2.8

JET SMART 1.9

KLM 1.9

IBERIA 0.7

AIR EUROPA 0.5

## 70. TRANSPORTE DE PASAJEROS / TRANSPORTE AÉREO

### 70. TRANSPORTE DE PASAJEROS / AÉREO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Latam	64.9	<b>60.3</b>	61.5	57.1	65.7	61.5	58.4	61.0	60.6
American Airlines	11.2	<b>17.1</b>	15.1	22.4	17.1	16.7	17.6	17.0	16.7
Air France	0.0	<b>5.2</b>	4.8	6.4	2.9	4.0	6.9	5.7	3.0
Avianca	5.1	<b>3.7</b>	4.1	2.6	5.7	3.3	3.8	3.3	4.5
Star Perú	2.3	<b>3.7</b>	4.3	1.9	2.9	4.4	3.1	3.1	7.6
Sky Airlines	3.2	<b>2.8</b>	2.6	3.2	0.0	4.0	1.9	2.9	1.5
Jet Smart	2.1	<b>1.9</b>	2.2	1.3	0.0	2.5	1.5	1.6	4.5
KLM	0.6	<b>1.9</b>	1.7	2.6	2.9	1.5	2.3	1.8	1.5
Iberia	0.0	<b>0.7</b>	0.5	1.3	0.0	0.7	0.8	0.6	0.0
Air Europa	0.2	<b>0.5</b>	0.2	1.3	0.0	0.4	0.8	0.4	0.0
Otras marcas	1.1	<b>1.0</b>	1.4	0.0	0.0	0.7	1.5	1.2	0.0
Ninguna / NC	9.3	<b>1.0</b>	1.4	0.0	2.9	0.4	1.5	1.2	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

# VESTIDO Y CALZADO

## VESTIDO Y CALZADO / DEPORTIVO



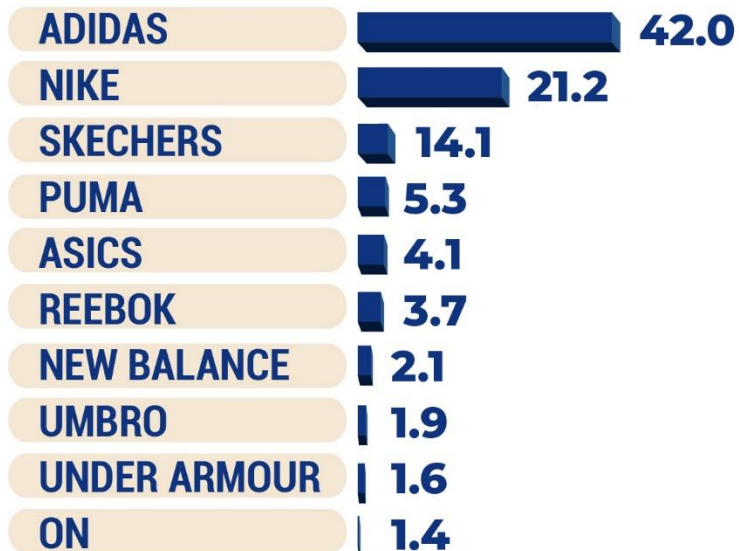
**adidas**



**NIKE**



**SKECHERS**



# 71. VESTIDO Y CALZADO / DEPORTIVO

## 71. VESTIDO Y CALZADO / DEPORTIVO

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Adidas	41.0	<b>42.0</b>	45.5	33.3	37.1	42.9	41.9	42.7	40.0
Nike	23.7	<b>21.2</b>	18.4	28.3	34.3	21.2	19.4	19.9	27.7
Skechers	1.5	<b>14.1</b>	12.0	19.5	8.6	11.7	17.4	13.5	16.9
Puma	6.0	<b>5.3</b>	6.4	2.5	8.6	5.5	4.7	5.4	6.2
Asics	4.1	<b>4.1</b>	4.7	2.5	0.0	5.1	3.5	4.3	1.5
Reebok	4.9	<b>3.7</b>	3.7	3.8	2.9	4.4	3.1	3.7	4.6
New Balance	2.4	<b>2.1</b>	2.5	1.3	2.9	1.1	3.1	2.3	0.0
Umbro	1.3	<b>1.9</b>	2.5	0.6	0.0	1.8	2.3	1.9	3.1
Under Armour	4.7	<b>1.6</b>	1.0	3.1	0.0	2.9	0.4	1.9	0.0
On	0.2	<b>1.4</b>	1.2	1.9	5.7	0.7	1.6	1.7	0.0
Otras marcas	1.9	<b>0.9</b>	0.7	1.3	0.0	1.1	0.8	1.0	0.0
Ninguna / NC	8.3	<b>1.6</b>	1.5	1.9	0.0	1.5	1.9	1.9	0.0
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## VESTIDO Y CALZADO / CASUAL



**adidas**



**Levi's®**



**H&M**

**ADIDAS ORIGINALS** 27.9

**LEVI'S** 19.4

**H&M** 10.6

**ZARA** 9.9

**CONVERSE** 8.4

**ALDO** 7.3

**FERRAGAMO** 3.9

**VANS** 3.1

**COLE HAAN** 0.6

**FLORSHEIM** 0.6

## 72. VESTIDO Y CALZADO / CASUAL

### 72. VESTIMENTA Y CALZADO / CASUAL

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Adidas Originals	25.6	<b>27.9</b>	31.5	18.7	28.6	27.5	28.2	26.8	37.3
Levi's	15.0	<b>19.4</b>	23.6	9.0	14.3	21.8	17.7	18.7	25.4
H&M	7.7	<b>10.6</b>	9.5	13.5	17.1	8.4	12.1	10.9	8.5
Zara	11.8	<b>9.9</b>	4.6	23.2	11.4	11.1	8.5	10.6	1.7
Converse	8.1	<b>8.4</b>	9.5	5.8	0.0	8.4	9.7	7.9	11.9
Aldo	0.2	<b>7.3</b>	5.4	12.3	11.4	6.5	7.7	7.7	6.8
Ferragamo	0.2	<b>3.9</b>	4.1	3.2	0.0	3.1	5.2	4.0	1.7
Vans	3.4	<b>3.1</b>	2.6	4.5	2.9	5.0	1.2	3.4	1.7
Cole Haan	0.0	<b>0.6</b>	0.5	0.6	0.0	0.4	0.8	0.6	0.0
Florsheim	0.0	<b>0.6</b>	0.8	0.0	0.0	0.4	0.8	0.6	0.0
Otras marcas	4.1	<b>4.6</b>	4.1	5.8	11.4	4.2	4.0	4.9	1.7
Ninguna / NC	23.9	<b>3.7</b>	3.8	3.2	2.9	3.4	4.0	3.8	3.4
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



## VESTIDO Y CALZADO / FORMAL



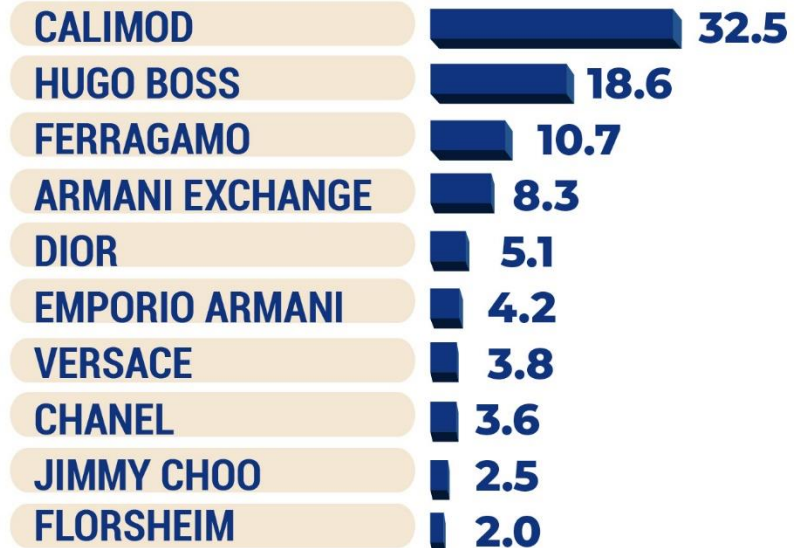
**CALIMOD**



**BOSS**  
HUGO BOSS



**FERRAGAMO**



## 73. VESTIDO Y CALZADO / FORMAL

### 73. VESTIDO Y CALZADO / ELEGANTE

	2023	2024	SEXO		EDAD			ZONA	
			Mas	Fem	18 - 39	40 - 59	60 +	Lima	Región
Calimod	21.2	<b>32.5</b>	38.9	15.8	20.0	30.5	36.5	30.6	50.8
Hugo Boss	9.6	<b>18.6</b>	21.4	11.2	14.3	22.2	15.5	19.8	9.5
Ferragamo	1.5	<b>10.7</b>	9.7	13.2	17.1	10.5	9.9	11.8	1.6
Armani Exchange	9.0	<b>8.3</b>	10.2	3.3	8.6	7.1	9.5	7.0	19.0
Dior	4.3	<b>5.1</b>	2.0	13.2	14.3	5.6	3.2	5.1	4.8
Emporio Armani	4.7	<b>4.2</b>	3.5	5.9	5.7	3.4	4.8	4.2	1.6
Versace	4.1	<b>3.8</b>	2.0	8.6	5.7	4.5	2.8	4.0	1.6
Chanel	5.1	<b>3.6</b>	1.5	9.2	5.7	3.4	3.6	3.4	4.8
Jimmy Choo	2.1	<b>2.5</b>	0.2	8.6	0.0	3.4	2.0	2.5	0.0
Florsheim	1.5	<b>2.0</b>	2.7	0.0	0.0	1.1	3.2	2.1	1.6
Otras marcas	5.4	<b>4.2</b>	4.2	3.9	8.6	4.1	3.6	4.6	1.6
Ninguna / NC	31.5	<b>4.5</b>	3.5	7.2	0.0	4.1	5.6	4.9	3.2
<b>Base: Total de encuestados</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## **CUANDO EL COMPROMISO ES MÁS QUE UNA PROMESA**

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