

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

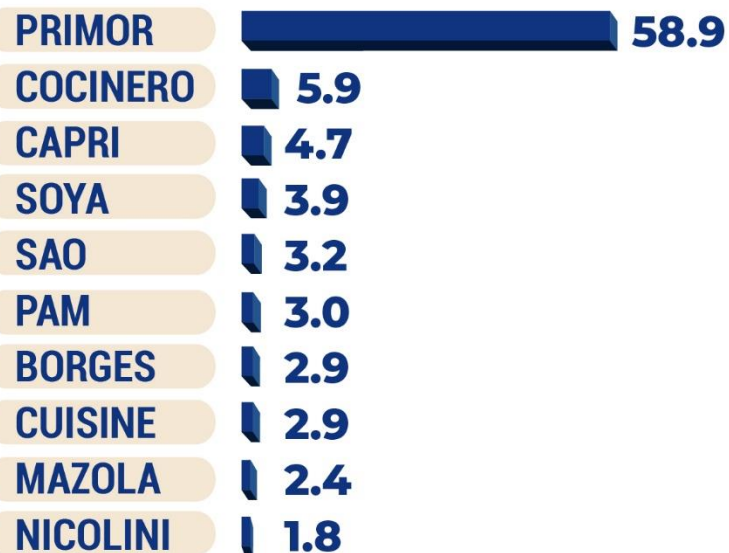
De acuerdo a lo que usted conoce o ha escuchado, ¿cuál es la mejor marca en cada una de las siguientes categorías?

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	58.9	57.9	61.5	70.6	60.1	55.6	59.3	58.1
Cocinero	7.6	5.9	6.8	3.6	7.8	6.1	5.2	5.5	5.8
Capri	2.8	4.7	4.9	4.1	2.0	4.9	4.9	3.6	12.8
Soya	1.9	3.9	3.8	4.1	0.0	3.7	4.9	3.8	5.8
Sao	3.7	3.2	3.0	3.6	7.8	1.8	3.8	3.4	2.3
Pam	1.8	3.0	2.6	4.1	3.9	3.1	2.8	3.6	0.0
Borges	3.2	2.9	3.0	2.6	2.0	2.8	3.1	3.0	1.2
Cuisine	1.2	2.9	3.4	1.5	3.9	2.5	3.1	3.2	1.2
Mazola	0.0	2.4	1.9	3.6	0.0	2.1	3.1	2.5	0.0
Nicolini	2.3	1.8	2.3	0.5	2.0	1.2	2.4	1.8	0.0
Otras marcas	18.9	5.4	5.1	6.2	0.0	6.7	4.9	5.5	5.8
Ninguna / NC	5.7	5.1	5.3	4.6	0.0	4.9	6.3	4.8	7.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

ALIMENTOS / CAFÉS

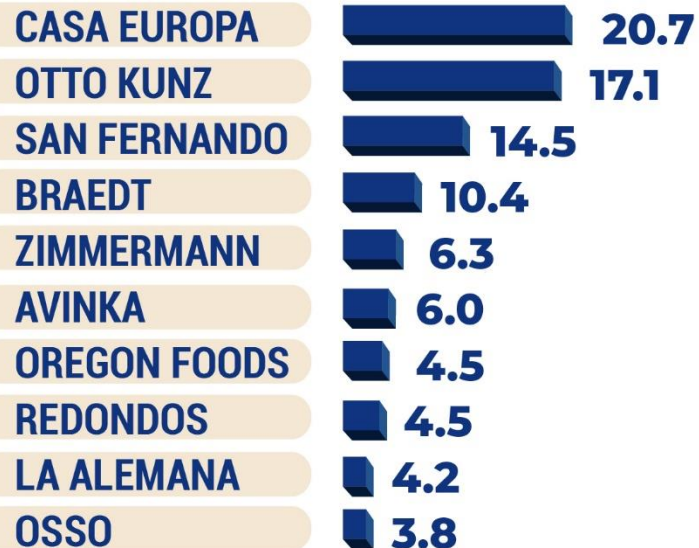


4. ALIMENTOS / CAFÉS

4. ALIMENTOS / CAFÉS

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

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

ALIMENTOS / CONFITERIA



LA IBÉRICA	34.9
D'ONOFRIO	17.3
NESTLÉ	5.7
LINDT	4.7
SUBLIME	4.5
HELENA	3.9
SAN JORGE	3.8
TOBLERONE	3.6
AMBROSOLI	3.3
COSTA	3.0

6. ALIMENTOS / CONFITERÍA

6. ALIMENTOS / CONFITERÍA

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

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	37.7	37.8	37.5	43.1	34.1	40.9	39.0	29.1
Campomar	20.5	22.3	21.2	25.0	33.3	22.0	20.6	24.1	12.8
Primor	5.7	7.1	6.8	7.8	3.9	10.5	3.8	6.8	10.5
A1	3.2	5.8	5.8	5.7	3.9	7.1	4.5	4.5	11.6
Gloria	4.8	5.8	6.4	4.2	3.9	5.3	6.6	4.3	15.1
Compass	5.5	5.0	5.3	4.2	0.0	4.3	6.6	4.1	10.5
Fanny	3.5	3.8	3.4	4.7	5.9	3.7	3.5	4.0	1.2
Real	4.6	3.0	3.0	3.1	0.0	2.8	3.8	3.2	2.3
Beltrán	2.8	2.6	2.8	2.1	3.9	3.1	1.7	2.9	1.2
Inca Mar	1.8	2.6	3.0	1.6	0.0	2.8	2.8	2.9	1.2
Otras marcas	4.5	2.7	3.0	2.1	2.0	2.8	2.8	2.7	1.2
Ninguna / NC	4.6	1.7	1.5	2.1	0.0	1.5	2.1	1.4	3.5
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	47.3	45.8	51.0	56.9	51.2	41.3	46.4	56.5
Nicolini	18.7	15.9	18.0	10.9	15.7	14.3	17.8	15.3	18.8
Molitalia	13.3	12.9	12.4	14.1	17.6	12.1	12.9	14.0	7.1
Barilla	7.6	10.0	9.9	10.4	2.0	8.1	13.6	10.3	4.7
Lavaggi	3.9	4.9	5.1	4.2	0.0	4.7	5.9	5.0	3.5
Agnesi	0.4	2.6	2.1	3.6	2.0	1.9	3.5	3.1	0.0
Anita	0.9	2.1	2.1	2.1	0.0	3.1	1.4	2.2	1.2
San Jorge	0.7	0.8	1.1	0.0	2.0	0.9	0.3	0.9	0.0
Sayon	1.1	0.5	0.4	0.5	0.0	0.3	0.7	0.5	0.0
Cuisine	0.2	0.3	0.2	0.5	0.0	0.3	0.3	0.4	0.0
Otras marcas	2.3	1.4	1.5	1.0	2.0	1.9	0.7	0.7	5.9
Ninguna / NC	2.0	1.4	1.3	1.6	2.0	1.2	1.4	1.3	2.4
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

ALIMENTOS / LÁCTEOS



9. ALIMENTOS / LÁCTEOS

9. ALIMENTOS / LÁCTEOS

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

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

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

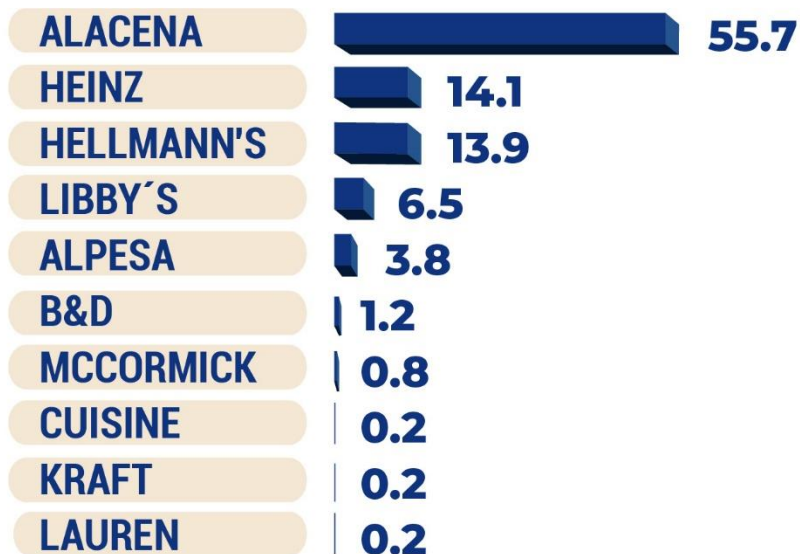


11. ALIMENTOS / SAZONADORES

11. ALIMENTOS / SAZONADORES

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

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

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

APLICATIVOS

APLICATIVOS / DELIVERY



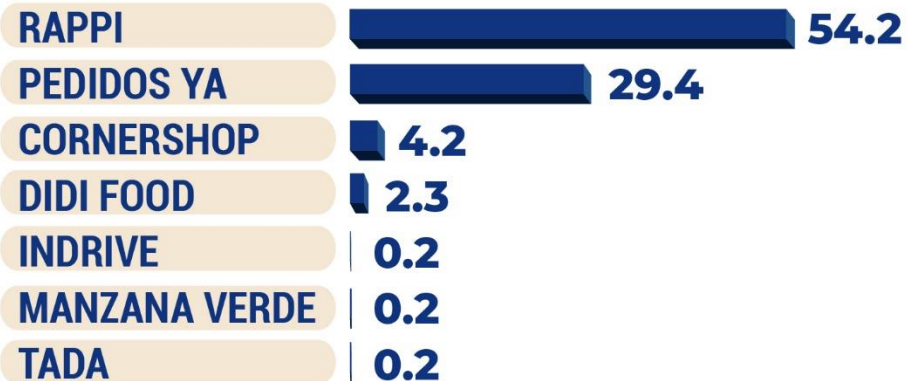
Rappi



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	54.2	54.5	53.2	46.8	53.6	56.0	54.9	45.8
Pedidos Ya	20.3	29.4	29.4	29.2	38.3	32.0	25.1	28.4	40.3
Cornershop	5.0	4.2	4.3	4.1	2.1	4.5	4.4	4.2	1.4
Didi Food	2.5	2.3	2.0	2.9	4.3	1.7	2.5	2.5	1.4
InDrive	0.0	0.2	0.2	0.0	2.1	0.0	0.0	0.2	0.0
Manzana Verde	0.0	0.2	0.2	0.0	0.0	0.3	0.0	0.2	0.0
TaDa	0.0	0.2	0.2	0.0	2.1	0.0	0.0	0.2	0.0
Otras marcas	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	28.5	9.5	9.0	10.5	4.3	7.9	12.0	9.5	11.1
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

APLICATIVOS / TAXI



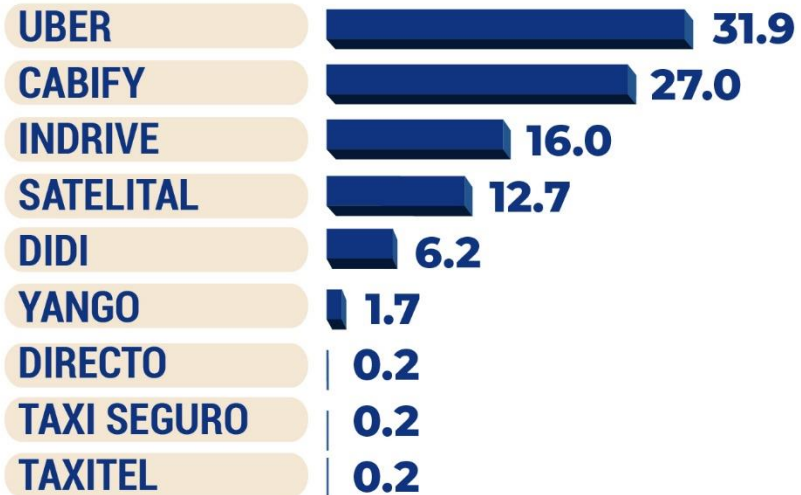
Uber



 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	31.9	32.5	30.5	17.0	31.6	34.8	32.2	30.7
Cabify	20.7	27.0	26.5	28.2	34.0	26.3	26.5	29.4	10.7
InDrive	13.2	16.0	16.8	14.1	31.9	18.4	10.8	13.6	37.3
Satelital	10.3	12.7	12.4	13.6	4.3	11.5	15.4	11.5	13.3
Didi	8.4	6.2	6.2	6.2	4.3	7.6	5.0	6.7	2.7
Yango	0.0	1.7	1.8	1.7	2.1	1.6	1.8	2.0	0.0
Directo	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Taxi Seguro	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Taxitel	0.0	0.2	0.0	0.6	0.0	0.0	0.4	0.0	1.3
Otras marcas	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	10.9	4.0	3.5	5.1	6.4	3.0	4.7	4.1	4.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

SUZUKI 3.5



16. AUTOMÓVILES / GENERAL

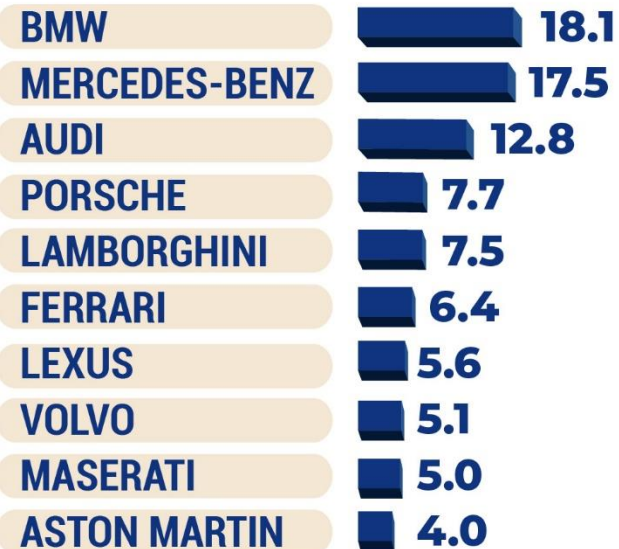
16. AUTOMÓVILES / GENERAL

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

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

BANCA Y FINANZAS

BANCA Y FINANZAS / **BANCOS**



BCP



BBVA



Scotiabank



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	50.2	51.2	47.4	39.5	50.7	51.3	50.6	54.1
BBVA	16.0	15.9	17.2	12.6	16.3	14.6	17.3	15.8	14.9
Scotiabank	7.8	12.9	12.3	14.3	9.3	11.6	14.8	12.8	9.5
Interbank	20.8	12.5	11.4	15.4	23.3	14.2	9.0	13.0	9.5
BanBif	1.7	2.3	2.0	2.9	2.3	2.3	2.2	2.3	2.7
Banco de la Nación	1.1	1.3	1.3	1.1	0.0	0.7	2.2	0.8	4.1
Pichincha	0.4	1.3	1.3	1.1	2.3	1.0	1.4	1.1	1.4
Citibank Perú	0.9	1.0	0.9	1.1	0.0	1.7	0.4	0.9	1.4
Falabella	0.7	0.6	0.7	0.6	2.3	0.3	0.7	0.8	0.0
Santander	0.0	0.2	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Otras marcas	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	5.4	1.9	1.3	3.4	4.7	2.6	0.7	1.7	2.7
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

BANCA Y FINANZAS / AFP



AFP **Integra**



PRIMA^{AFP}



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	35.6	34.6	38.0	34.9	34.5	36.9	35.3	39.7
Prima	21.6	29.3	29.8	28.1	30.2	32.1	26.1	31.1	21.9
Profuturo	17.5	15.5	15.4	15.8	7.0	14.9	17.5	14.9	17.8
Habitat	12.6	12.2	12.2	12.3	23.3	13.2	9.3	12.0	11.0
Grupo Coril	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Ninguna / NC	22.5	7.2	7.8	5.8	4.7	5.4	9.7	6.6	9.6
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	36.7	36.1	38.5	30.2	37.0	37.5	38.2	28.4
Rimac	29.7	31.5	30.4	34.5	30.2	29.6	33.8	33.6	17.6
Mapfre	13.8	11.7	13.2	8.0	23.3	11.4	10.2	11.5	13.5
La Positiva	7.6	6.5	7.5	4.0	2.3	8.8	4.7	3.8	24.3
Oncosalud	3.2	3.9	2.9	6.3	0.0	3.4	5.1	3.6	4.1
Interseguro	0.4	3.7	3.6	4.0	7.0	4.4	2.5	3.8	2.7
Sanitas	1.3	2.0	2.0	1.7	2.3	1.7	2.2	1.9	2.7
Auna	0.0	0.8	0.9	0.6	0.0	1.3	0.4	0.4	4.1
Liberty	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	12.6	2.9	3.2	2.3	4.7	2.4	3.3	3.1	2.7
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

BANCA Y FINANZAS / FINANCIERAS



CrediScotia

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

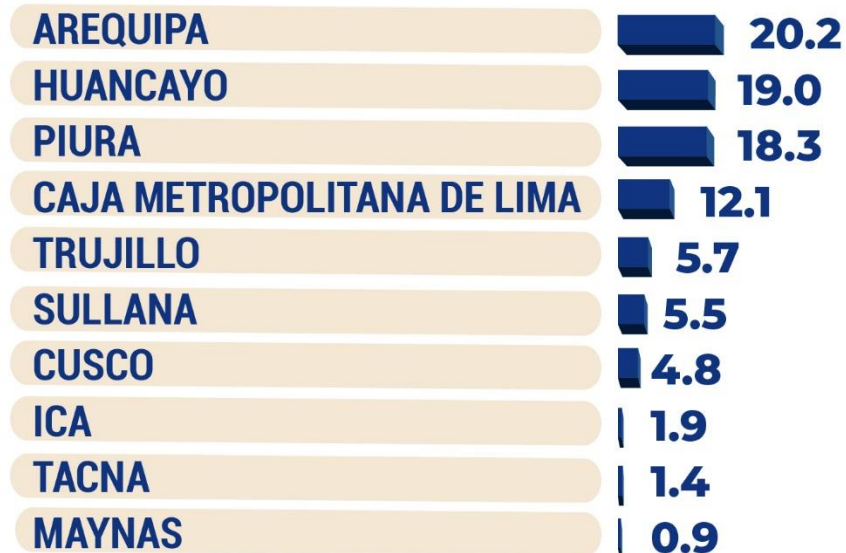
AMERIKA 1.1

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

BANCA Y FINANZAS / CAJAS MUNICIPALES

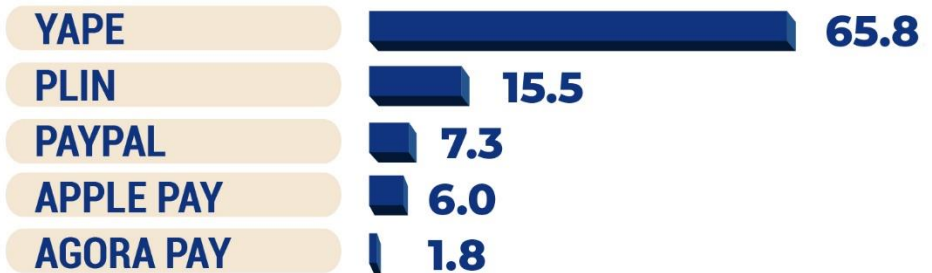


22. BANCA Y FINANZAS / CAJAS MUNICIPALES

22. BANCA Y FINANZAS / CAJAS MUNICIPALES

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

BANCA Y FINANZAS / BILLETERAS VIRTUALES



23. BANCA Y FINANZAS / BILLETERAS VIRTUALES

23. BANCA Y FINANZAS / BILLETERAS VIRTUALES

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

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

BEBIDAS NO ALCOHÓLICAS / AGUA DE MESA



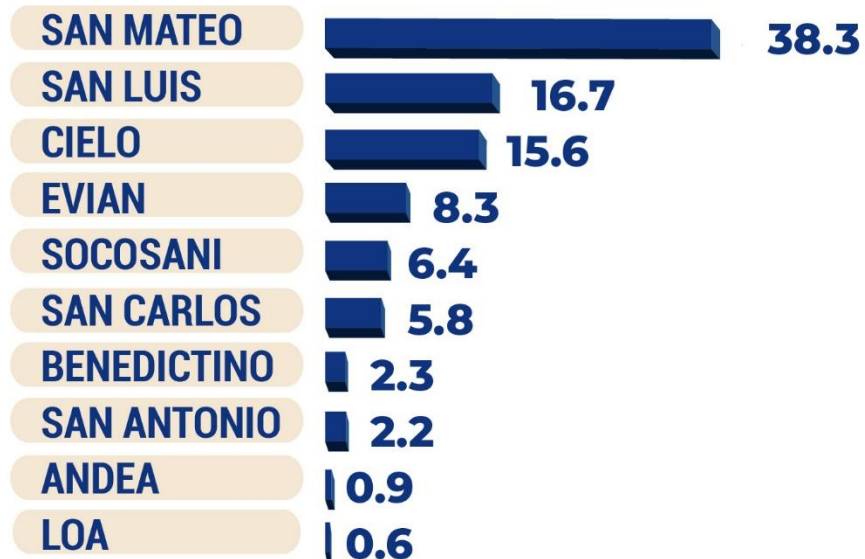
San Mateo.



**san
luis.**



CIÉLO

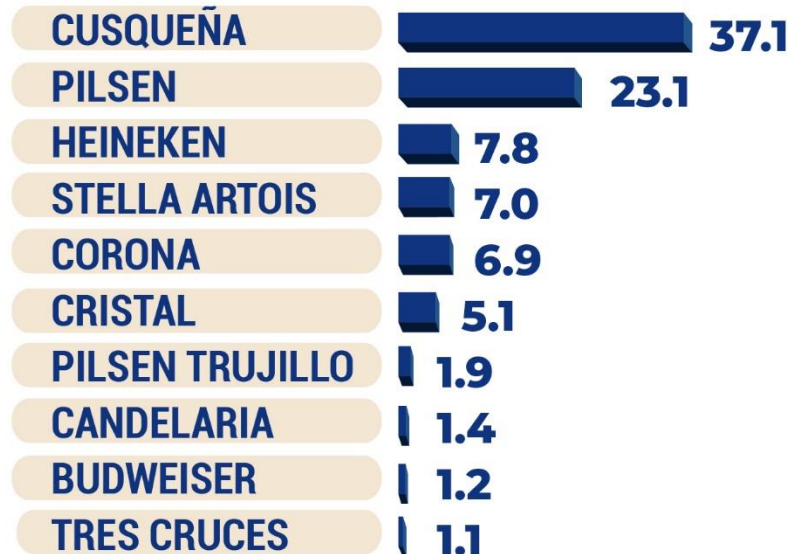


25. BEBIDAS NO ALCOHÓLICAS / AGUA DE MESA

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	38.3	37.5	40.2	47.8	35.5	39.8	40.1	28.6
San Luis	18.6	16.7	17.1	15.6	19.6	17.7	15.1	17.3	16.9
Cielo	16.1	15.6	17.1	11.7	13.0	13.9	18.0	15.6	14.3
Evian	5.5	8.3	7.4	10.6	4.3	10.6	6.3	8.5	2.6
Socosani	5.3	6.4	6.3	6.7	2.2	6.1	7.4	5.0	16.9
San Carlos	3.4	5.8	6.1	5.0	6.5	7.1	4.2	4.4	14.3
Benedictino	1.8	2.3	2.2	2.8	0.0	2.6	2.5	2.2	2.6
San Antonio	1.9	2.2	2.0	2.8	2.2	2.6	1.8	2.4	1.3
Andea	2.1	0.9	1.1	0.6	2.2	0.6	1.1	0.9	0.0
Loa	0.7	0.6	0.4	1.1	0.0	1.0	0.4	0.6	1.3
Otras marcas	2.0	1.4	2.0	0.0	0.0	1.3	1.8	1.5	1.3
Ninguna / NC	2.1	1.4	0.9	2.8	2.2	1.0	1.8	1.7	0.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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

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

BEBIDAS ALCOHÓLICAS / VINO TINTO NACIONAL



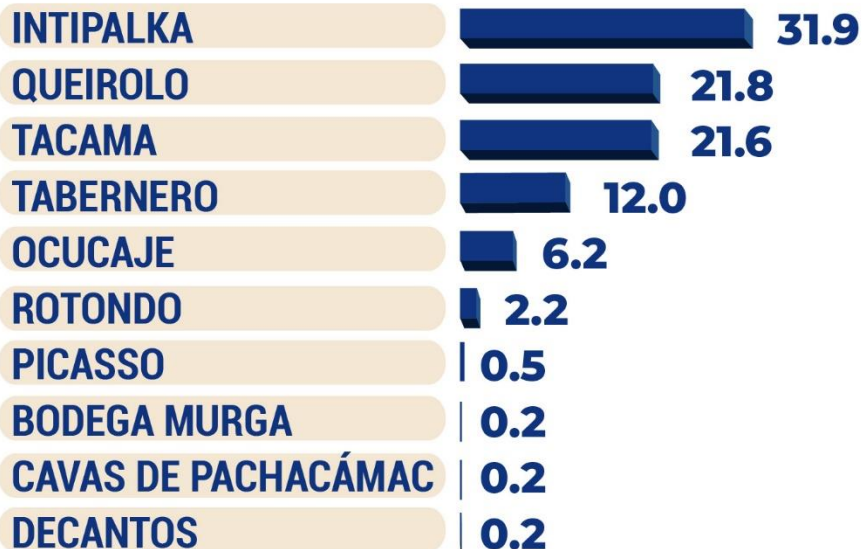

INTIPALKA



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	31.9	28.8	40.2	33.3	34.4	28.9	34.4	17.1
Queirolo	18.0	21.8	22.4	20.1	35.6	23.4	17.9	21.3	26.3
Tacama	21.9	21.6	24.4	14.4	11.1	14.9	30.7	21.9	15.8
Tabernero	13.3	12.0	12.9	9.8	11.1	14.6	9.3	10.6	25.0
Ocucaje	2.8	6.2	7.2	3.4	4.4	7.1	5.4	5.0	13.2
Rotondo	1.6	2.2	1.7	3.4	0.0	2.3	2.5	2.6	0.0
Picasso	0.0	0.5	0.4	0.6	0.0	0.0	1.1	0.6	0.0
Bodega Murga	0.0	0.2	0.0	0.6	2.2	0.0	0.0	0.2	0.0
Cavas de Pachácamac	0.0	0.2	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Decantos	0.0	0.2	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Otras marcas	1.4	0.3	0.2	0.6	0.0	0.3	0.4	0.2	1.3
Ninguna / NC	12.0	3.0	1.7	6.3	2.2	2.3	3.9	3.0	1.3
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

BEBIDAS ALCÓHOLICAS / WHISKY



JOHNNIE WALKER.



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

COMERCIO

COMERCIO / MALLS



REAL PLAZA



LARCOMAR

32. COMERCIO / MALLS

32. COMERCIO / MALLS

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

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	55.2	52.0	63.0	61.0	60.3	48.9	56.3	46.5
Ripley	18.5	26.5	29.6	19.1	24.4	23.0	30.6	26.2	25.4
Oechsle	10.0	13.8	14.7	11.6	7.3	12.2	16.4	12.8	23.9
Otras marcas	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	19.6	4.5	3.8	6.4	7.3	4.5	4.1	4.7	4.2
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	43.8	44.6	41.6	33.3	44.2	44.9	46.9	17.8
Plaza Vea	19.8	21.3	21.5	20.8	23.8	19.4	23.0	20.3	31.5
Tottus	12.3	10.7	10.1	12.1	7.1	12.6	9.1	9.1	19.2
Vivanda	8.9	8.2	7.3	10.4	14.3	7.1	8.4	8.7	5.5
Makro	11.1	7.7	8.7	5.2	4.8	7.5	8.4	6.9	13.7
Metro	6.6	7.5	7.3	8.1	14.3	8.2	5.8	7.3	11.0
Vega	0.0	0.2	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Ninguna / NC	0.0	0.7	0.5	1.2	2.4	0.7	0.4	0.6	1.4
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	51.4	52.6	48.5	50.0	52.1	51.0	52.6	50.7
Oxxo	11.9	15.6	14.0	19.3	21.4	17.8	12.2	16.7	8.5
Mass	10.5	13.4	12.1	16.4	4.8	12.9	15.2	12.5	18.3
Listo	2.6	10.7	11.9	7.6	11.9	11.2	9.9	11.3	5.6
Jet Market	1.3	3.0	3.3	2.3	2.4	2.8	3.4	2.8	4.2
MiMarket	1.1	1.4	1.7	0.6	2.4	0.7	1.9	0.4	5.6
Market 365	1.3	0.5	0.7	0.0	2.4	0.3	0.4	0.4	0.0
Arakaki	0.0	0.2	0.0	0.6	0.0	0.3	0.0	0.0	0.0
Otras marcas	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	25.1	3.9	3.6	4.7	4.8	1.7	6.1	3.4	7.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CUIDADO PERSONAL

CUIDADO PERSONAL / CUIDADO PERSONAL



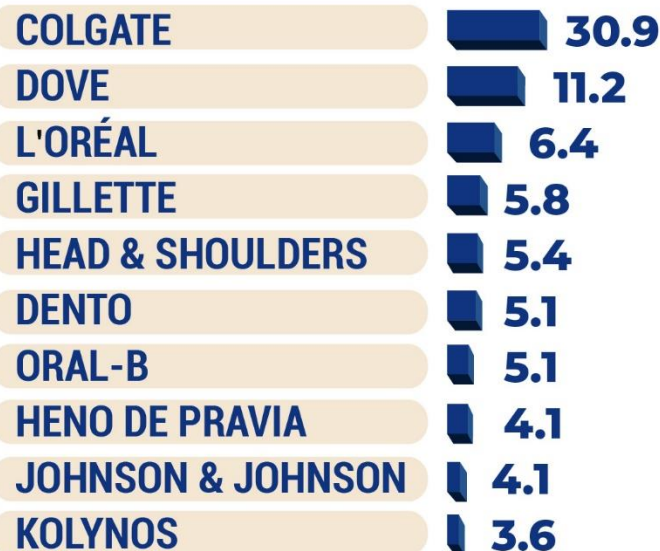
Colgate



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

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

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

EDUCACIÓN / INSTITUTOS



 **SENATI**



 **TECSUP**



 **ISIL**



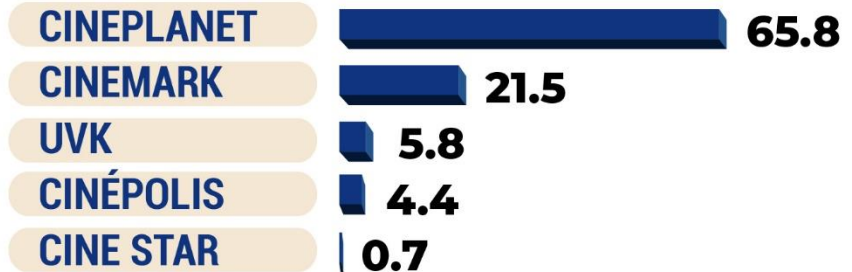
39. EDUCACIÓN / INSTITUTOS

39. EDUCACIÓN / INSTITUTOS

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

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	65.8	66.4	64.2	70.0	62.3	68.8	66.1	66.2
Cinemark	17.2	21.5	20.2	24.8	17.5	24.3	19.2	21.6	19.7
UVK	7.2	5.8	6.4	4.2	0.0	6.0	6.4	5.6	4.2
Cinépolis	3.5	4.4	4.5	4.2	10.0	4.9	3.0	4.4	5.6
Cine Star	0.8	0.7	0.5	1.2	2.5	1.1	0.0	0.6	1.4
Ninguna / NC	11.2	1.9	2.1	1.2	0.0	1.4	2.6	1.8	2.8
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	72.8	70.0	79.8	62.5	69.6	77.7	73.8	70.4
Max	7.8	7.5	8.1	6.0	12.5	8.0	6.2	7.6	4.2
Amazon Prime	5.0	6.5	6.0	7.7	15.0	7.6	4.0	5.5	8.5
Star Plus	3.5	5.1	6.5	1.8	2.5	5.2	5.5	5.5	4.2
Disney Plus	2.7	3.7	4.8	0.6	2.5	4.8	2.6	3.5	5.6
Apple TV+	2.5	2.2	2.1	2.4	0.0	3.1	1.5	1.8	4.2
Cable Go	0.0	0.2	0.2	0.0	0.0	0.3	0.0	0.2	0.0
Crunchyroll	0.0	0.2	0.0	0.6	0.0	0.3	0.0	0.2	0.0
Otras marcas	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	8.5	2.0	2.3	1.2	5.0	1.0	2.6	2.0	2.8
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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	46.7	44.6	52.1	52.5	47.2	45.2	47.0	46.5
Repsol	26.0	24.9	24.9	24.8	17.5	24.7	26.3	26.1	16.9
Petroperú	15.9	16.6	19.4	9.1	20.0	16.7	15.9	14.7	25.4
Pecsa	3.5	5.9	6.2	4.8	2.5	5.2	7.0	5.7	7.0
AVA	0.6	3.3	3.2	3.6	2.5	4.2	2.6	3.7	1.4
Terpel	1.9	0.5	0.2	1.2	0.0	0.3	0.7	0.6	0.0
Go	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.2	0.0
Kio	0.4	0.2	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	6.8	1.8	1.2	3.6	5.0	1.7	1.5	1.8	2.8
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

HOTELES

HOTELES / HOTELES



CASA ANDINA
HOTELES



JW MARRIOTT



HOTELS & RESORTS



44. HOTELES / HOTELES

44. HOTELES / HOTELES

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

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

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	54.9	53.3	59.1	65.8	57.2	50.9	56.6	45.1
PBO	22.3	27.0	30.7	17.7	7.9	21.8	35.5	27.2	25.4
Exitosa	10.5	9.2	9.0	9.8	13.2	12.3	5.3	7.8	19.7
IDEELE Radio	0.0	3.2	2.6	4.9	7.9	3.2	2.6	3.0	4.2
Radio Nacional	1.4	1.5	0.9	3.0	2.6	1.8	1.1	1.4	2.8
Radio Santa Rosa	0.0	1.2	0.7	2.4	0.0	1.4	1.1	1.2	1.4
Radio San Borja	0.0	0.9	0.9	0.6	0.0	1.1	0.8	0.6	1.4
Ninguna / NC	13.4	2.0	1.9	2.4	2.6	1.4	2.6	2.2	0.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

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	31.6	33.2	27.6	12.8	31.1	35.0	30.7	33.8
Canal N	26.1	31.3	30.8	32.5	30.8	31.8	30.8	32.9	22.5
RPP	14.1	16.3	15.1	19.6	41.0	19.1	9.8	15.8	18.3
PBO	3.4	11.4	11.8	10.4	5.1	9.2	14.7	12.4	7.0
Exitosa	4.0	5.4	5.9	4.3	2.6	5.3	6.0	4.0	15.5
Canal B	0.0	0.3	0.5	0.0	0.0	0.0	0.8	0.4	0.0
Sol TV	0.0	0.2	0.2	0.0	2.6	0.0	0.0	0.0	1.4
Ninguna / NC	14.9	3.4	2.6	5.5	5.1	3.5	3.0	3.8	1.4
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

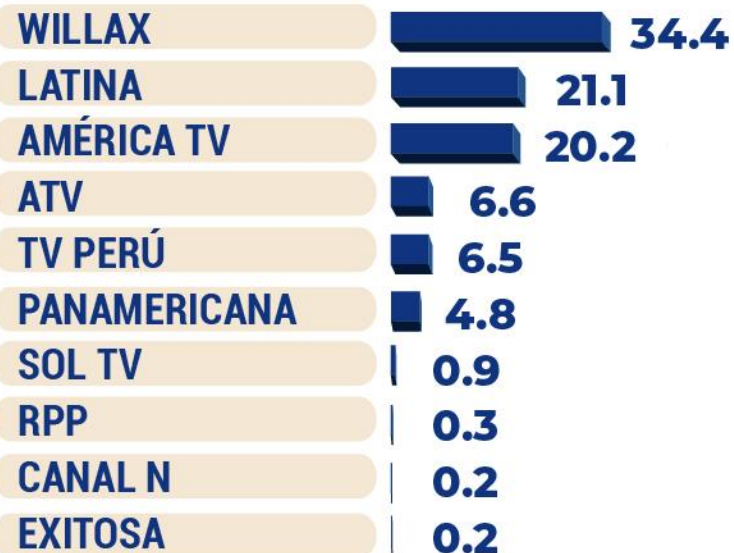
MEDIOS / TELEVISORAS DE PROGRAMACIÓN GENERAL



 **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	34.4	36.6	28.4	12.8	29.4	43.0	35.9	26.4
Latina	17.8	21.1	21.1	21.0	33.3	25.9	14.1	21.4	18.1
América TV	17.8	20.2	19.5	22.2	28.2	20.6	18.6	20.6	19.4
ATV	6.3	6.6	5.2	10.5	2.6	7.3	6.5	5.6	13.9
TV Perú	2.2	6.5	7.3	4.3	7.7	4.5	8.4	5.6	9.7
Panamericana	3.6	4.8	5.2	3.7	2.6	5.9	3.8	4.4	5.6
Sol TV	0.4	0.9	0.9	0.6	2.6	1.0	0.4	0.4	2.8
RPP	0.0	0.3	0.2	0.6	0.0	0.3	0.4	0.4	0.0
Canal N	0.4	0.2	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Exitosa	0.0	0.2	0.0	0.6	0.0	0.0	0.4	0.2	0.0
Otras marcas	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	27.5	4.9	4.0	7.4	10.3	4.9	4.2	5.2	4.2
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

RESTAURANTES

RESTAURANTES / MEJOR RESTAURANTE PERUANO



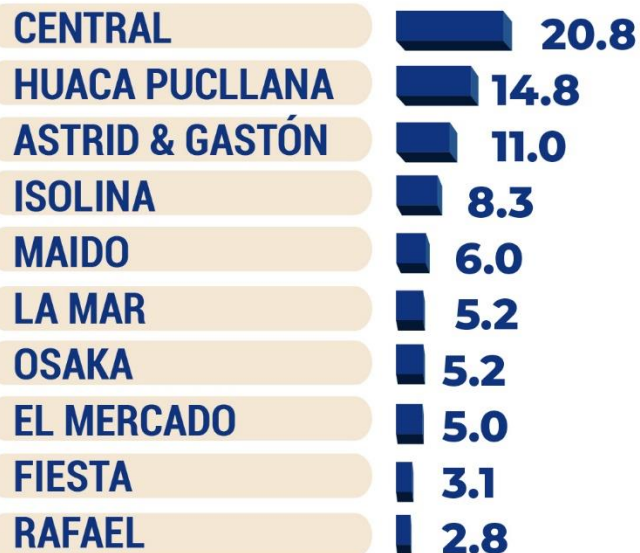
CENTRAL



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

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

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

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

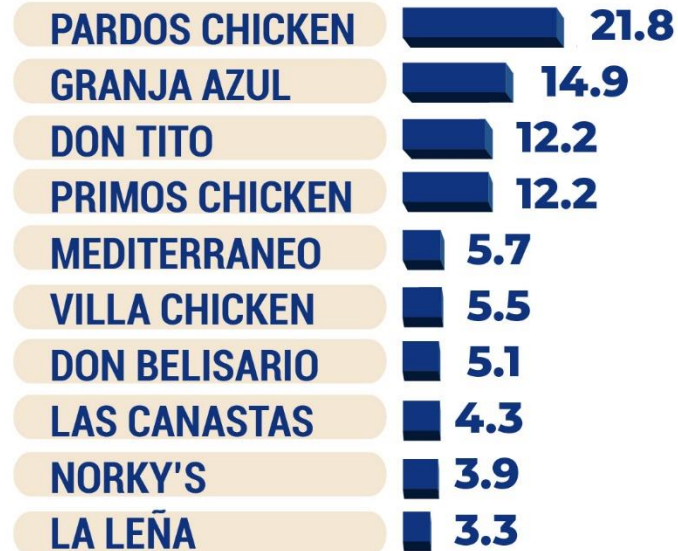


53. RESTAURANTES / CARNES

53. RESTAURANTES / CARNES

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

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

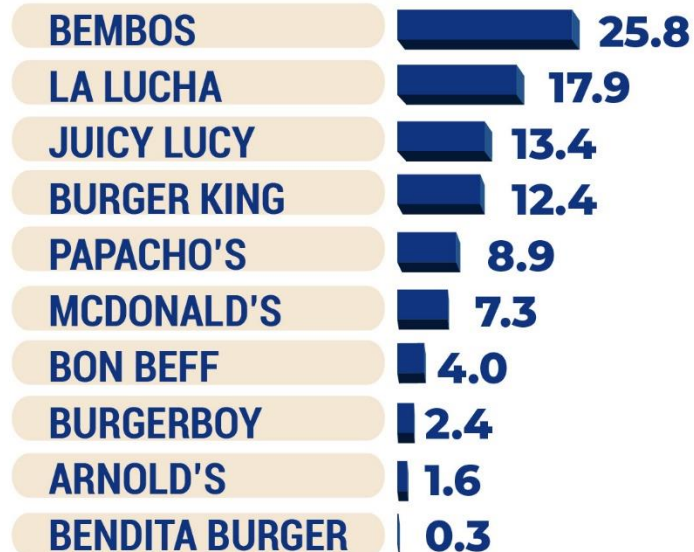
RESTAURANTES / HAMBURGUESAS



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

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

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

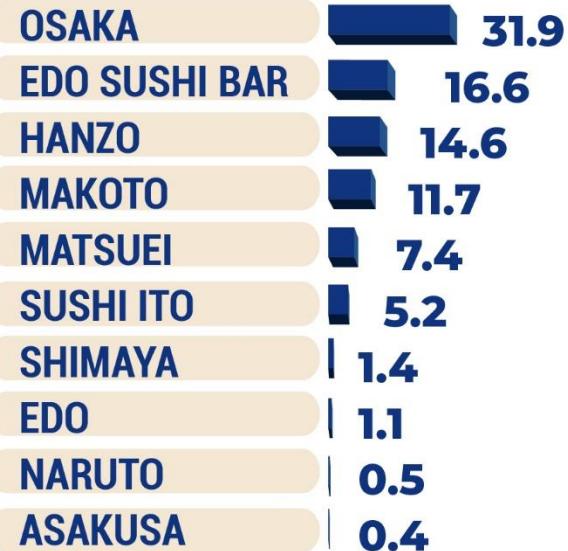
RESTAURANTES / COMIDA JAPONESA



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

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

SALUD

SALUD / CLÍNICAS



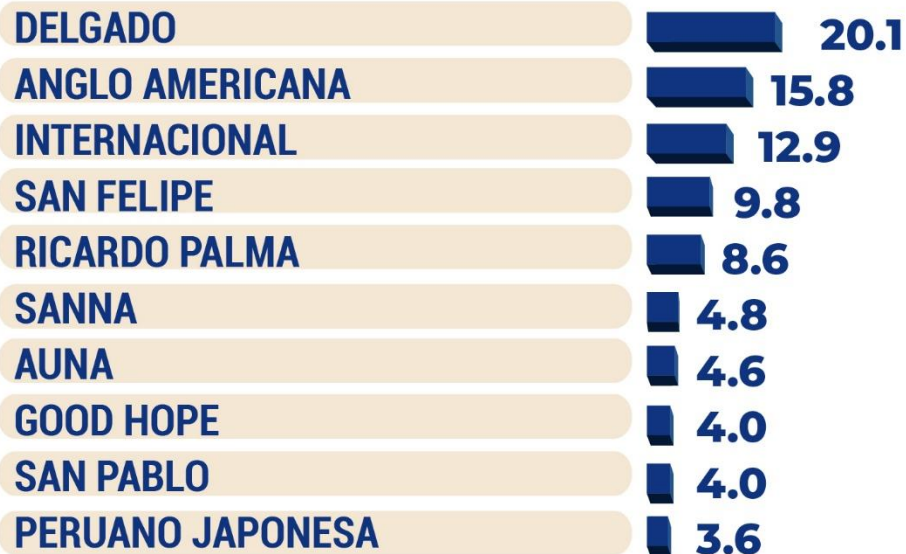
Clínica
Delgado



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

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	41.5	39.5	46.8	35.1	45.8	37.8	41.8	39.7
MiFarma	32.0	32.1	33.1	29.5	37.8	29.2	34.4	33.0	29.4
Farmacia Universal	6.9	12.7	13.3	10.9	8.1	10.8	15.3	13.0	8.8
Boticas & Salud	8.7	6.8	7.1	5.8	10.8	7.9	5.0	6.3	7.4
Boticas Perú	3.5	4.2	4.3	3.8	2.7	2.9	5.7	3.7	8.8
Hogar & Salud	0.4	1.0	1.2	0.6	0.0	1.8	0.4	0.8	1.5
Boticas Felicidad	1.5	0.3	0.5	0.0	0.0	0.7	0.0	0.0	2.9
Hollywood	0.0	0.3	0.0	1.3	2.7	0.4	0.0	0.2	1.5
Otras marcas	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ninguna / NC	7.9	1.0	1.0	1.3	2.7	0.4	1.5	1.2	0.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

SALUD / GIMNASIOS



smart **fit**

SMART FIT 37.1



 **BODYTECH**

BODYTECH 21.6



 **SPORTLIFE**
fitness club

SPORTLIFE 11.0

SPORT GYM 6.9

GYM PLUS 4.5

ALDOS GYM 2.2

B2 0.9

RIVERO FITNESS CENTER 0.9

KO 0.2

62. SALUD / GIMNASIOS

62. SALUD / GIMNASIOS

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

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

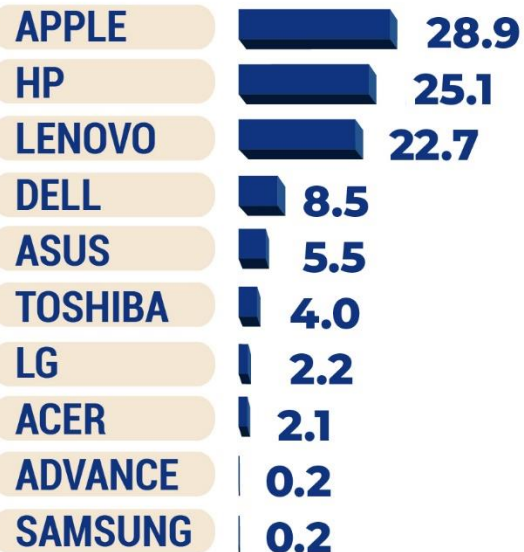
63. TECNOLOGÍA / CELULARES

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

TECNOLOGÍA / COMPUTADORAS



Lenovo



64. TECNOLOGÍA / COMPUTADORAS

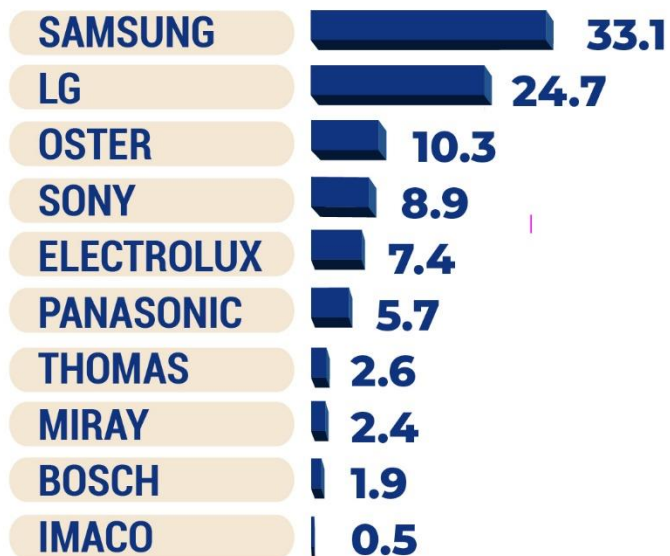
64. TECNOLOGÍA / COMPUTADORAS

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

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

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

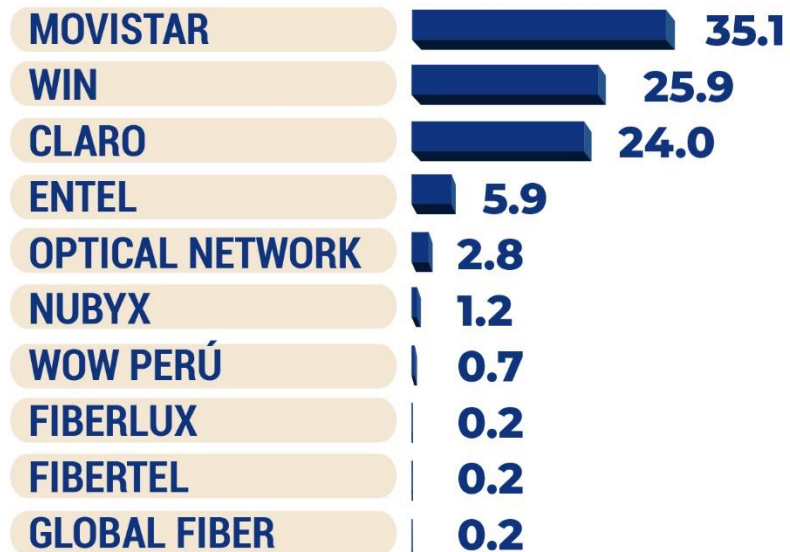
FIBERTEL 0.2

66. TELECOMUNICACIONES / CABLE

66. TELECOMUNICACIONES / CABLE

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

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	35.1	38.6	25.9	32.4	27.9	43.1	34.6	38.5
Win	22.9	25.9	24.0	31.0	27.0	31.9	19.5	29.1	4.6
Claro	21.3	24.0	22.5	27.8	29.7	23.6	23.7	21.4	43.1
Entel	6.9	5.9	5.8	6.3	5.4	5.8	6.1	5.5	6.2
Optical Network	1.3	2.8	3.1	1.9	0.0	2.9	3.1	3.1	0.0
Nubyx	1.3	1.2	1.4	0.6	0.0	1.4	1.1	1.2	1.5
Wow Perú	1.9	0.7	0.2	1.9	0.0	1.4	0.0	0.6	1.5
Fiberlux	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.2	0.0
Fibertel	0.2	0.2	0.0	0.6	0.0	0.4	0.0	0.2	0.0
Global Fiber	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.0	1.5
Otras marcas	1.9	0.3	0.5	0.0	0.0	0.4	0.4	0.2	1.5
Ninguna / NC	14.7	3.5	3.4	3.8	5.4	3.6	3.1	3.9	1.5
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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	41.0	39.9	43.8	51.4	43.8	36.5	41.2	40.3
Movistar	22.7	29.2	33.2	18.8	18.9	23.6	36.5	29.4	26.9
Entel	24.9	24.1	21.9	30.0	29.7	24.6	22.8	23.9	23.9
Bitel	2.5	2.3	1.9	3.1	0.0	2.9	1.9	1.6	7.5
Win	1.9	1.6	1.4	1.9	0.0	1.8	1.5	1.6	1.5
Wow Perú	0.6	0.3	0.2	0.6	0.0	0.4	0.4	0.4	0.0
Ninguna / NC	11.6	1.6	1.4	1.9	0.0	2.9	0.4	1.8	0.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TRANSPORTE DE PASAJEROS

TRANSPORTE DE PASAJEROS / TERRESTRE



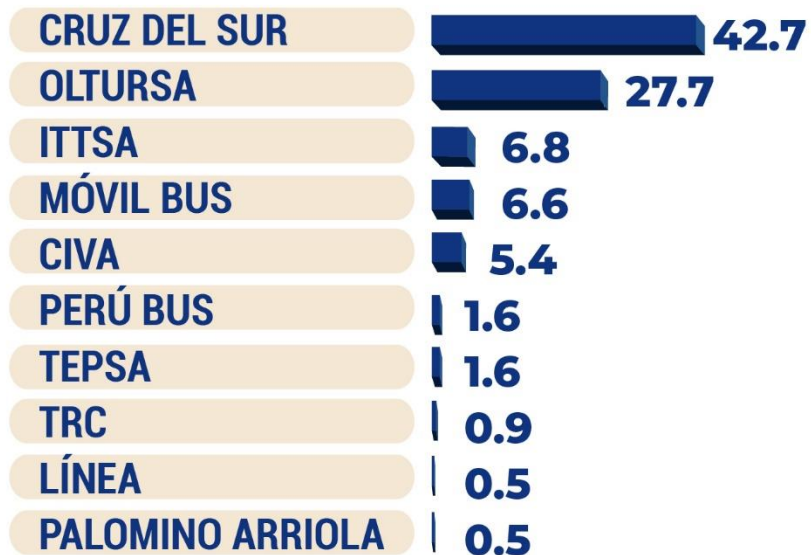
CRUZ DEL SUR
¡El Placer de Viajar en Bus!



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	42.7	44.0	39.2	52.8	38.4	45.8	44.8	28.8
OLTURSA	24.9	27.7	25.6	33.3	25.0	31.0	24.5	28.7	19.7
ITTSA	1.3	6.8	6.6	7.2	5.6	8.1	5.5	5.0	21.2
Móvil Bus	8.2	6.6	7.9	3.3	11.1	8.5	4.0	6.9	6.1
Civa	4.4	5.4	4.7	7.2	2.8	5.9	5.1	5.2	6.1
Perú Bus	0.4	1.6	1.5	2.0	0.0	1.8	1.6	1.9	0.0
TEPSA	1.1	1.6	1.5	2.0	0.0	0.7	2.8	1.5	3.0
TRC	0.2	0.9	1.2	0.0	0.0	1.5	0.4	0.4	4.5
Línea	0.0	0.5	0.5	0.7	0.0	0.0	1.2	0.2	3.0
Palomino Arriola	0.0	0.5	0.7	0.0	0.0	1.1	0.0	0.6	0.0
Otras marcas	3.1	1.8	2.2	0.7	0.0	1.1	2.8	1.0	4.5
Ninguna / NC	17.5	3.9	3.7	4.6	2.8	1.8	6.3	3.8	3.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TRANSPORTE DE PASAJEROS / AÉREO



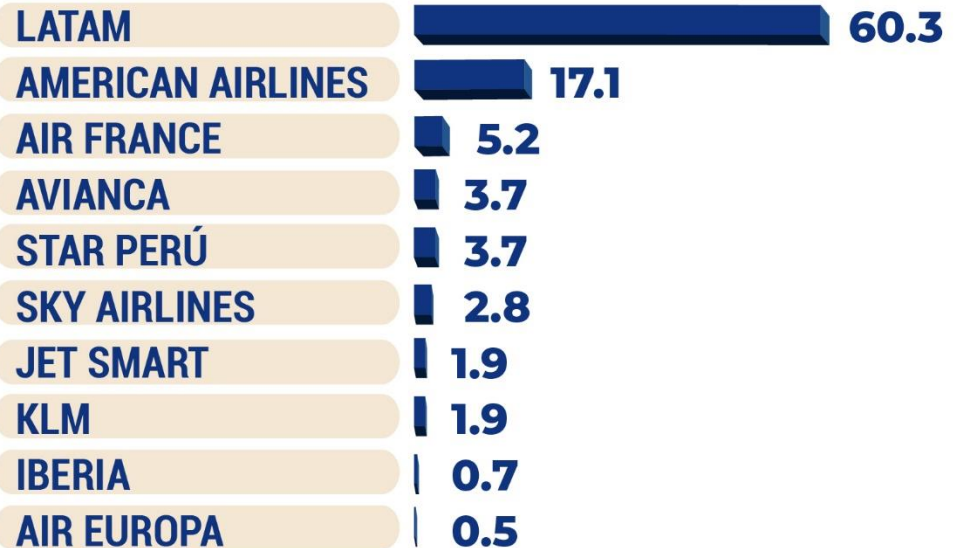
 **LATAM**



American Airlines 




AIRFRANCE



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	60.3	61.5	57.1	65.7	61.5	58.4	61.0	60.6
American Airlines	11.2	17.1	15.1	22.4	17.1	16.7	17.6	17.0	16.7
Air France	0.0	5.2	4.8	6.4	2.9	4.0	6.9	5.7	3.0
Avianca	5.1	3.7	4.1	2.6	5.7	3.3	3.8	3.3	4.5
Star Perú	2.3	3.7	4.3	1.9	2.9	4.4	3.1	3.1	7.6
Sky Airlines	3.2	2.8	2.6	3.2	0.0	4.0	1.9	2.9	1.5
Jet Smart	2.1	1.9	2.2	1.3	0.0	2.5	1.5	1.6	4.5
KLM	0.6	1.9	1.7	2.6	2.9	1.5	2.3	1.8	1.5
Iberia	0.0	0.7	0.5	1.3	0.0	0.7	0.8	0.6	0.0
Air Europa	0.2	0.5	0.2	1.3	0.0	0.4	0.8	0.4	0.0
Otras marcas	1.1	1.0	1.4	0.0	0.0	0.7	1.5	1.2	0.0
Ninguna / NC	9.3	1.0	1.4	0.0	2.9	0.4	1.5	1.2	0.0
Base: Total de encuestados	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

VESTIDO Y CALZADO

VESTIDO Y CALZADO / DEPORTIVO



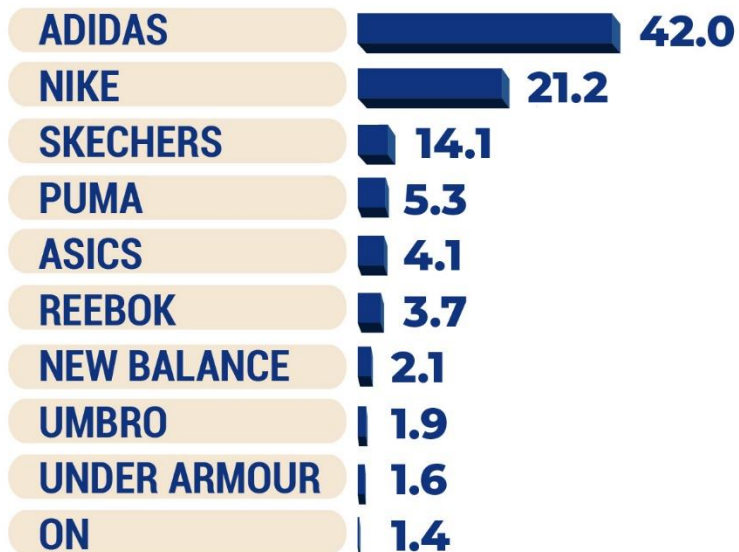
adidas



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

VESTIDO Y CALZADO / CASUAL



adidas

ADIDAS ORIGINALS 27.9



Levi's®

LEVI'S 19.4



H&M

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

VESTIDO Y CALZADO / FORMAL



CALIMOD



BOSS
HUGO BOSS



FERRAGAMO

CALIMOD 32.5

HUGO BOSS 18.6

FERRAGAMO 10.7

ARMANI EXCHANGE 8.3

DIOR 5.1

EMPORIO ARMANI 4.2

VERSACE 3.8

CHANEL 3.6

JIMMY CHOO 2.5

FLORSHEIM 2.0

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

CUANDO EL COMPROMISO ES MÁS QUE UNA PROMESA

<http://www.voxpopuli.pe>
Mail: voxpopuli@voxpopuli.pe
Teléfono: 51 1 692 3853
Alonso de Molina 1415
Santiago de Surco
Lima, Perú