

MOUNTAIN PRODUCTS INITIATIVE

Consumer survey: results

New Delhi, December 2015



Mountain Partnership



Italian Development
Cooperation
Ministry of Foreign Affairs



PERU: sampling cities



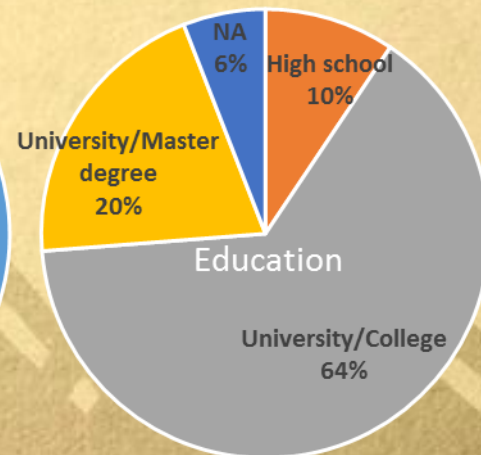
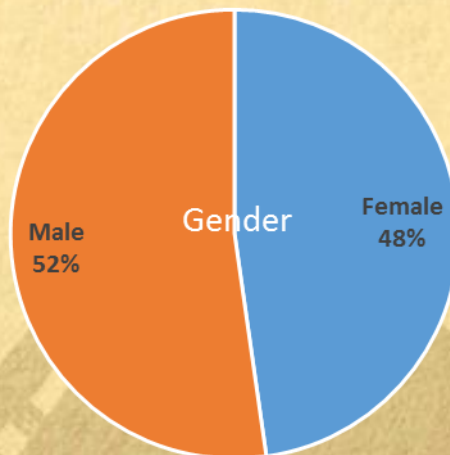
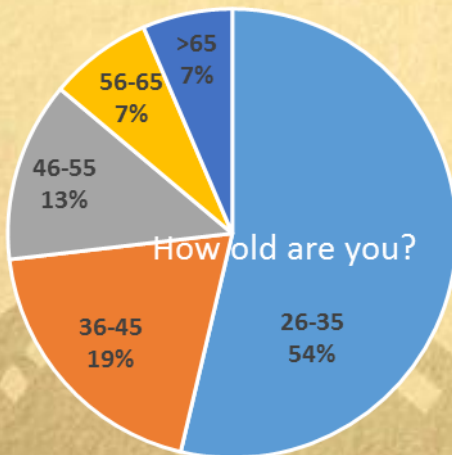
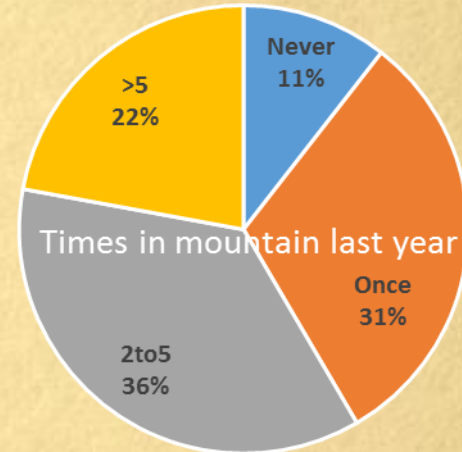
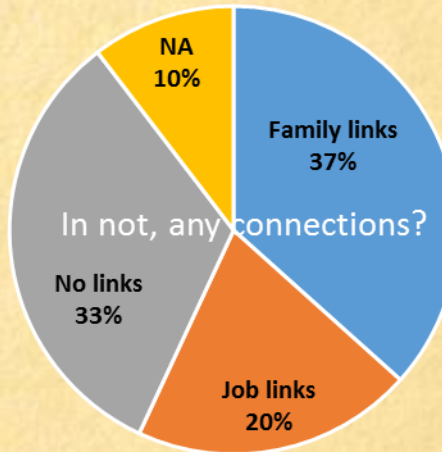
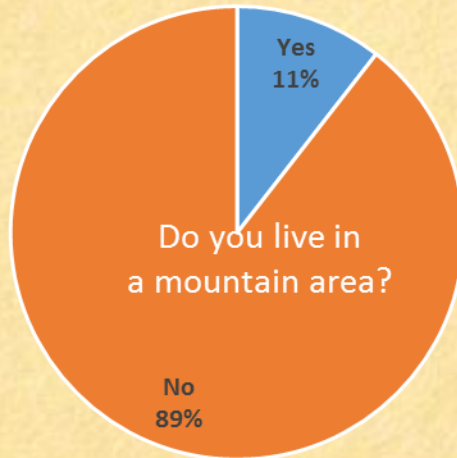
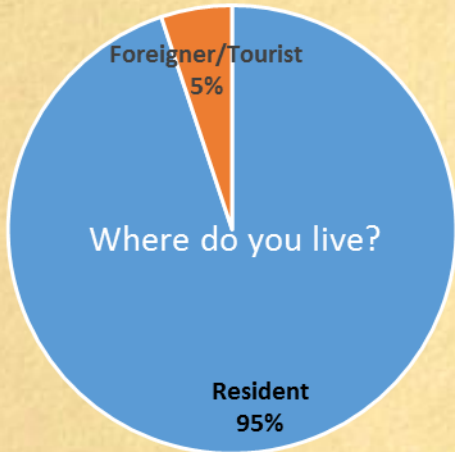
Sample size: 202 people

WB income group: upper middle income

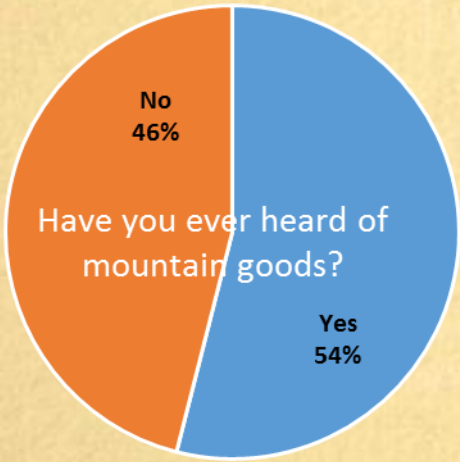
2015 population: 31 million

Area: 1 285 220 km²

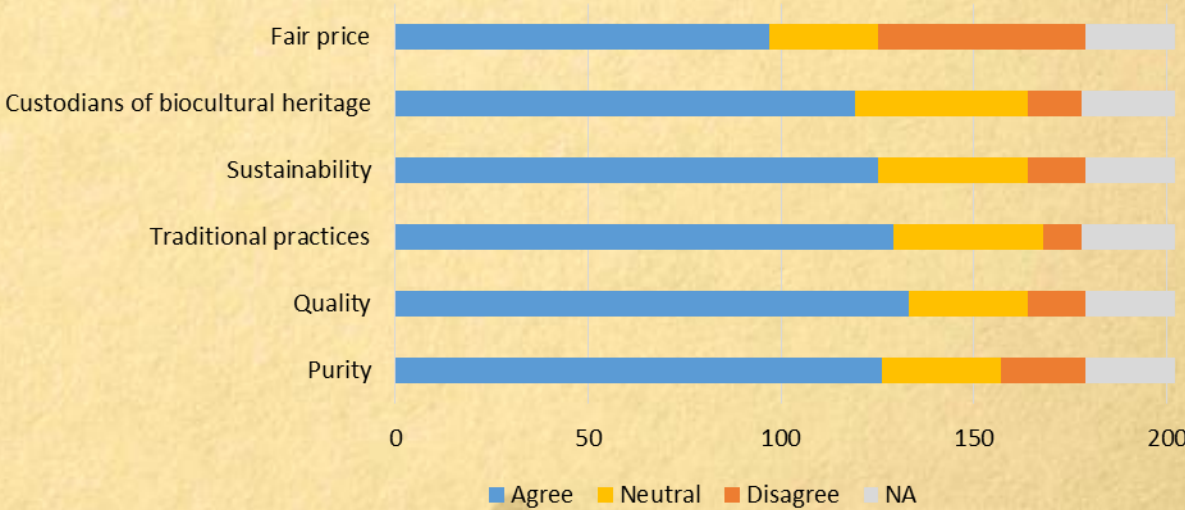
PERU: the sample



PERU: values for mountain goods



Do you agree with the following values for a mountain product or service?

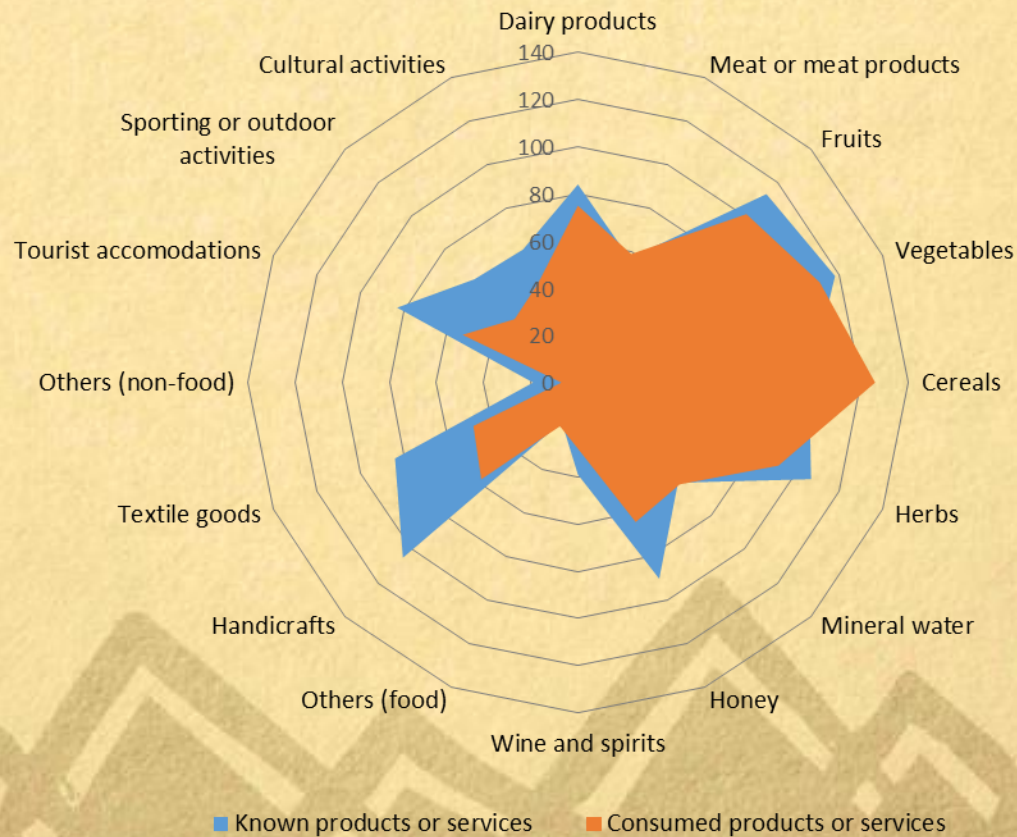


74% of interviewed people declared to know mountain goods with these features

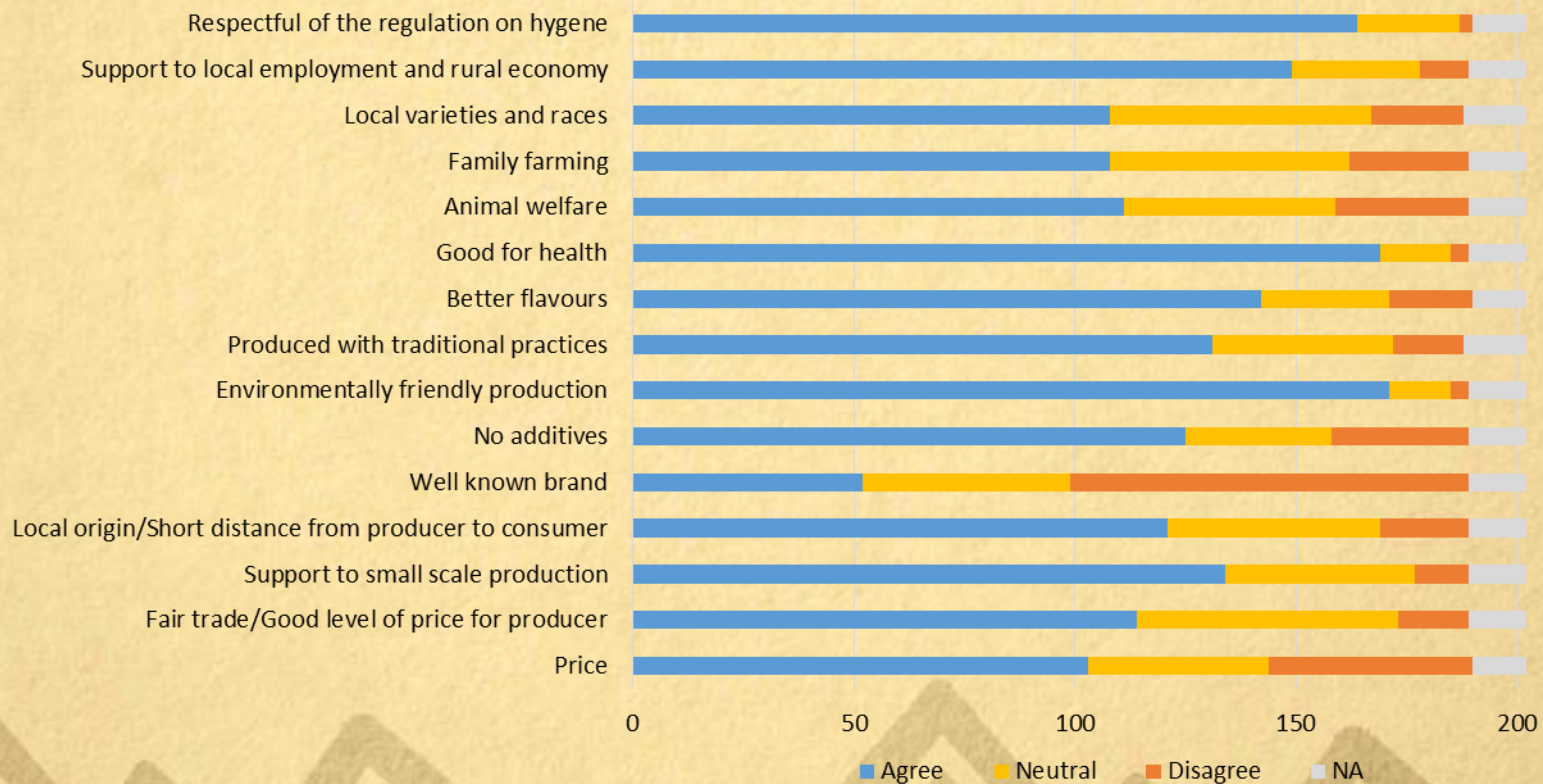
PERU: known and consumed mountain goods

76% of interviewed people declared to consume mountain products or services

Of them, 7% consumes mountain goods on a daily basis, 65% often and 20% sometimes



PERU: important attributes when purchasing mountain goods



PERU: mountain label

66% of interviewed people declared that it would be useful that a specific label exists to guarantee that goods are truly a mountain products or services.

74% If a label exists, they would be willing to pay a little more for such labelled mountain product or service