

Consumer Appliances in Colombia

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Report description:

2022 saw consumer appliances in Colombia record decent sales growth, although volume growth rates were more modest than what was registered during 2020 and 2021, when the COVID-19 pandemic and the strict approach taken to social distancing and home seclusion response to it bolstered demand for a wide range of consumer appliances as consumers look to make improvements to their home environment. Small appliances categories such as light fryers, mixers, blenders, standard coffee machines and roboti...

Euromonitor International's Consumer Appliances in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Summary 1 Research Sources REFRIGERATION APPLIANCES IN COLOMBIA KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive sales growth in refrigeration appliances due to rising demand for fridge freezers Samsung launches Bespoke, its new line of personalised, adaptable refrigerators Industrias HACEB SA continues to lead sales, closely followed by Mabe de Colombia PROSPECTS AND OPPORTUNITIES

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2022 DEVELOPMENTS

Volume sales continue to decline due to lack of innovation and unfavourable image Emerging culinary trends prompt consumers to explore alternatives to microwaves Industrias HACEB SA and Whirlpool remain the leading names, followed by Samsung PROSPECTS AND OPPORTUNITIES

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Positive growth in 2022 supported by the strong performances in blenders and mixers

Blenders remains the most dynamic category of food preparation appliances Groupe SEB and Oster maintain their comfortable leading positions in the category PROSPECTS AND OPPORTUNITIES

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Light fryers continues to benefit from rising demand for healthier meals and snacks Oster leads sales, supporting its robust position via a strong focus on e-commerce PROSPECTS AND OPPORTUNITIES

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2022 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

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2022 DEVELOPMENTS

Positive growth in air treatment products driven by rising demand for cooling fans

Transition from cooling fans to air conditioners progresses slowly but steadily

Groupe SEB and its brand Samurai remain the leading names in air treatment products

PROSPECTS AND OPPORTUNITIES

Interest in better air quality to emerge as an important influence on purchase decisions Price and energy efficiency to remain important influences on purchasing decisions Smart air conditioners set to continue emerging as new models are launched CATEGORY DATA

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