

# **Consumer Appliances in Colombia**

Market Direction | 2022-12-07 | 125 pages | Euromonitor

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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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Samsung and LG remain the leading names in home laundry appliances

PROSPECTS AND OPPORTUNITIES

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Demand for ovens continues to decrease as consumers turn to small appliances instead

PROSPECTS AND OPPORTUNITIES

Omnichannel strategies set to become crucial as the importance of e-commerce rises

Smart kitchens set to emerge strongly as connected appliances are here to stay

High prices to undermine demand for smart technology in large cooking appliances

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