

## **Retail in Colombia**

Market Direction | 2023-03-20 | 105 pages | Euromonitor

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### **Report description:**

During 2021 and 2022 retail saw healthy current value sales growth across formats in Colombia. Against forecasts, household consumption sustained the country's economy and kept it on a growth path. This was highly visible in the country's retail sphere. In the post-Coronavirus (COVID-19) environment, there was not a complete recovery in terms of employment rates. Meanwhile, Banco de la Republica increased interest rates to historical levels, and the rate of inflation reached double-digits. These...

Euromonitor International's Retail in Colombia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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.

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reliable information resources to help drive informed strategic planning.

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CONVENIENCE RETAILERS IN COLOMBIA

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## 2022 DEVELOPMENTS

Convenience stores emerges as a strategic channel for delivery services

OXXO drives the category

Expansion plans for forecourt retailer chains remain up in the air

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Ara and other discounters benefit from strong expansion plans

## PROSPECTS AND OPPORTUNITIES

The owners of Olimpica to open a hard discounter brand under Isimo

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Jumbo hypermarkets create selling space for Easy in order to attract more traffic

La 14 hypermarkets taken over by supermarket brands

## PROSPECTS AND OPPORTUNITIES

Entry of the "metaverse" in retail

Customer data the new "gold" for companies

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New smaller formats are more profitable than the classic supermarket model

The regional supermarket is another format that has been growing in the country

Omnichannel is a new arena of competition among different brands

##### PROSPECTS AND OPPORTUNITIES

Sustainability and the circular economy feature among the commitments of supermarkets, especially ones pushing a concept

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##### PROSPECTS AND OPPORTUNITIES

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Fashion revolves around more comfortable and sports-inspired apparel and footwear

The physical store increases focus on brand experience

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