

## **Supermarkets in Colombia**

Market Direction | 2023-03-20 | 38 pages | Euromonitor

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### **Report description:**

The importance of hypermarkets is in decline in grocery retailing in Colombia, since people prefer to buy in smaller formats and seek differentiated and niche offers. In this light, players have turned to generating smaller supermarkets like Carulla Freshmarket, Smart Market and Exito Wow. Grocery players bet on these smaller formats to create efficiencies and convenience. The format encompasses a range of options, from healthier and more sustainable ones to brands that are committed to innovati...

Euromonitor International's Supermarkets 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.

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

Why buy this report?

- \* Get a detailed picture of the Supermarkets 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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Euromonitor International  
March 2023

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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

The Dunnhumby-Grupo Exito collaboration seeks to foster move from data management for market research to advertising at the point of sale, according to the shopper's path of purchase.

Food is the big bet of supermarkets

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